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the
Golf
card

1044

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EXPIRES

NOT PAYING THEIR DUES

Vacation dollars are still at a premium in our current economy, but a new firm is trying to make things easier for the golf resorts and at the same time make a few bucks for itself.

First introduced to the industry in November, the Golf Card was the brainchild of Jim Allen, a man who admits that his dream would take large scale financing, so he went out and got it.

In essence, the Golf Card is designed for the affluent golfer who plans to do a little traveling to the resort areas. The card, which has a membership fee of \$35, allows the golfer to get a couple of free rounds at the member resorts. The partnership is set up between the card company management and the resorts, to further aid the vacation traffic at these operations.

"We try to help people find quality places to play," said Allen, "that's the basic idea behind the card." The initial response to the idea has been good, according to Allen. Through the company's ad response and other media stories, over 1,500 inquires have flooded into Allen's office.

Allen: 'Card has a future.'



"The response has really been surprising. We already have members in Iran, Italy and West Germany and I'm sure that before it's over, there'll be card carriers in a lot of other foreign countries," Allen said. Allen admits, though, the card's biggest promise is through word-of-mouth endorsements by cardholders to their friends.

Presently, the card clubs are situated in the east with the majority in the Carolinas. Several are in Florida and one each is in California, Maryland and New Hampshire. The list of card courses at present is nearly 30, but Allen insists there will be a lot more.

Golf Card officials spent much of the spring on the road getting more clubs involved in promoting the cards, gearing for a massive media campaign to the public in August. Utilizing certain markets, Allen and his associates plan to test the salability of the card to the affluent golfer.

Much like its consumer counterparts, American Express® or Master Charge®, the Golf Card will handle most of the advertising display features of the other cards. Clubs utilizing the card will display signs stating the fact and when advertising in national publications, include the Golf Card in its advertising.

There may be a greater future for the Golf Card someday or a card somewhat like it. Many clubs take pro shop purchases in cash or on a member's tab, but it seems probable, a credit card could make purchases easier and

might also be used to purchase anything from balls to greens-fees, while a cardholder visits another club.

Convenience would be the key to this approach and it would be possible for the cardholder to get a variety of services. For instance, the biggest possibility for such a program might be in the clubhouse. Definitely, a help to boost food and beverage sales.

For the moment, Allen and his people are setting their sights on the resort trade, but indicate there are possibilities at daily fee operations, too. "I think there is an unlimited future to the card," Allen stated, "We think around 100,000 cardholders would be the right number of customers for us."

Telling people where they can go play golf is the simple idea behind the card. Company officials indicate that courses interested in utilizing the service are welcome to make inquiries.

As courses are added to the rolls, the membership is made aware of the additions by a newsletter, usually appearing in the fall.

Whether this approach will work or not is a question, but in a credit card oriented society, the idea might be a plus for the golf industry. □

GRAPHITE from page 24

whether or not you are playing regular steel or lightweight steel.

The reason for this is simple: If you reshaft with graphite, you will invariably add additional weight to the clubhead. This additional weight and slightly faster clubhead speed (because of a lighter overall weight golf club) will exert greater and different dynamic forces to the shaft during the swing and through impact, which can be somewhat normalized and made to feel as stiff as a steel shaft if the graphite shaft is actually stiffer than the steel shaft.

A number of comments from golf professionals, average players and data from actual test results seems to substantiate these statements.

Keep in mind however, the graphite shaft makers do change their specifications from time to time and also that some shaft brands are quite different from others.

Balancing — If a steel shafted club has been reshafted with a graphite shaft, it is important to understand what has happened to the original swingweight and total weight of the club and what to do. A graphite shaft is approximately 1 1/2 to 2 ounces lighter in weight than a steel golf shaft, therefore, when a steel shaft is replaced in a clubhead with a graphite shaft, the club's static or total weight is decreased substantially. The exact amount of the decrease in total weight is the difference in shaft weights, or from 1 1/2 to 2 ounces. This reduction in total club weight changes the club's weight distribution to the extent of reducing the swingweight by six to eight points.

The question now arises as to how much weight, if any, should be added to the clubhead. This is a very difficult question to answer because there are a number of different types of graphite shafts currently available and each has its own performance attributes. It is generally agreed that a good starting place would be to add 3/8 ounce to the clubhead, which is the equivalent of approximately five to six swingweights. This will still allow for a golf club with a much reduced total weight even though the swingweight is almost increased to where it was originally. A number of

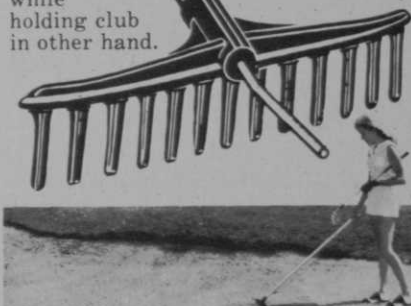
stronger players seem to prefer increasing the swingweight significantly higher than that of the original steel shaft. Some prefer one to two swingweights less than their steel shafted clubs. The point is, some weight should be added to the head and then begin experimenting by adding lead tape to the clubhead until the desired feel and performance is attained. Eventually, once the desired swingweight and total weight are acceptable the sole plate can be removed and the equivalent weight of the lead tape can be permanently installed.

One thing is clear about graphite. It is here to stay. This doesn't mean that just because a shaft has graphite in it that you will note improvements to your members' game and it doesn't mean that graphite is the ultimate answer to the quest for the perfect shaft, although it might be someday. The sure thing about graphite is there are a number of manufacturers that provide certain desirable performance characteristics for the golfer. □

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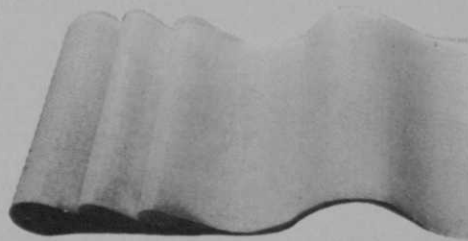
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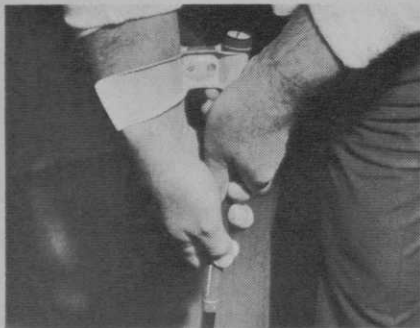
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Circle 120 on free information card

NEW PRODUCTS

HELPING the golfer attain accuracy and control on the green is the whole idea behind Koch-Sherry's Super-Putt golf training device. Consisting of a pair of collars that position the wrists to aid the stroke, the Super-Putt assists in achieving the pendulum-like motion necessary for success in putting. The development of a smooth, consistent stroke will shave strokes off the golfer's game.



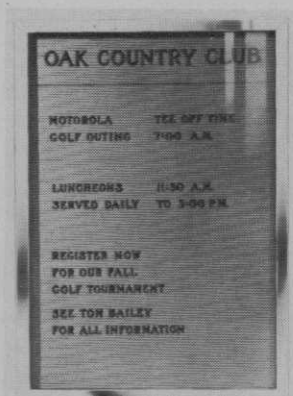
Circle 701 on free information card

AIDING turf to better absorb water is the job of Hydro-Wet from Kalo Laboratories. This new wetting agent can handle the problems arising with compacted hydrophobic or sloping soils. Hydro-Wet is designed to release compaction layers allowing turf to better absorb water. Complimenting liquid fertilizers and pesticides, the product assists these compounds in getting to the roots faster. The substance can aid in cutting watering costs.

Circle 702 on free information card

UP-TO-DATE club information and news is provided by the complete line of changeable letter boards offered by Davson. The units are sturdy, handsome and versatile and come in 10 indoor and six indoor/outdoor back panels in a variety of sizes. All boards come with heavy duty hinged glass doors and rugged cylinder locks. Letter and number combinations are available in three type styles. Floor

standing and wall mount trophy display cases are also offered by the firm. Custom designs are provided.



Circle 703 on free information card

DISTINCTIVE awards for the golfer are offered by Awards by Lane. Plaques, trophies, jewelry, badges and mementos for the golfer are all available in custom designs. A free idea-packed catalog for the pro is available upon request.



Circle 704 on free information card

A NEW monitoring system from Datcon can now aid in keeping electric vehicle operators from overtaxing their batteries. Designed for

electric fleets where the route length, terrain and load vary from vehicle to vehicle, the Datcon system can help extend battery life by helping to eliminate battery pull-down. There are four models of the system for 12, 24, 36 and 48-volt vehicles with meters that readout either in volts per cell or total battery charge in volts.

Circle 705 on free information card

DESIGNED TO enhance clubhouse decor, the Perma-Stand waiter's tray stand by Sterwood Industries is the first of its kind to be molded entirely of tough, high-impact thermoplastic. Several finishes are available — walnut, mahogany, amber or steel blue. Color-coordinated straps made of "seat belt" webbing are guaranteed with the unit for two years.



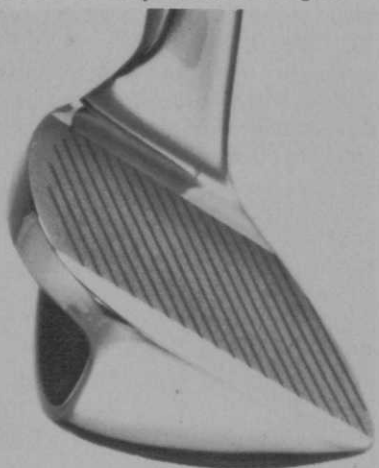
Circle 706 on free information card

CUSTOMIZED for your club, golf car rental agreements by Muir Litho are a real aid in keeping track of this important concession. The convenient forms indicate how many players in party, number of holes to be played, amount of car charge and your rental agreement. Two types of

forms are available — two carbon copies or three.

Circle 707 on free information card

FEATURING A spherical sole which allows the clubhead to glide through sand or grass, the Wallaby Walloper is the latest in wedges from Golfcast. The Walloper offers a new innovation in design through its investment cast production. A pouch-like opening in the back of the clubhead can be utilized for lead insertion to help control weight.



Circle 708 on free information card

HIGHLIGHTING the beauty of lace, deluxe table skirts by Cotton Goods Manufacturing lend the last dimension to room decor. Two new styles are available with the holding power of either Velcro® or Grip Clips. Both styles are labor savers in the set up before banquets and meetings and in removal afterwards. Cotton Goods also offers a convenient caddy for easy storage of its products.

Circle 709 on free information card

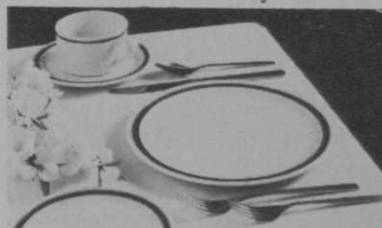
MOUNTED on a three-legged waste container, the new Kooler-Aid water cooler by Standard Golf



offers a dual purpose on the course. The base comes in charcoal grey, but the cooler comes in red, white, blue, yellow and avocado green. A cup dispenser is included.

Circle 710 on free information card

A **SINGLE** band of earthy sepia on a background of white creates china with the handcrafted look from Mayer. The "Romano" pattern shown below is a natural for casual, country or contemporary decors. A variety of colors are available on a custom basis from Mayer.



Circle 711 on free information card

UTILIZING an exclusive aerodynamic concave sole, "The Greatest" irons from Action Golf are built to turn impossible shots into easy ones. According to the manufacturer, the irons are unique in weight distribution, allowing the club to work under the ball virtually in any type of lie. The club's design enable improved height and backspin on shots. A clean look is accentuated in the design.



Circle 712 on free information card

ALLOW clubhouse diners the fun and fascination of seeing their main course prepared with Jenn-Air's new Display Broiling System. The engineered proximity ventilation unit permits a totally new flexibility in display cooking. Jenn-Air's ventilator modules capture smoke and



fumes at the surface. No exhaust hood is needed.

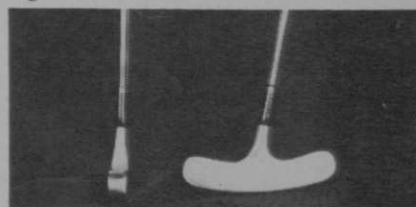
Circle 713 on free information card

COMBINING the qualities of a litter container and a communications systems, the Clean City Square blends into existing architecture, enhancing club image. The containers come in a variety of solid colors, wood-grain or exposed aggregate panels. Clean City also offers a number of stock panels conveying messages or custom panels reproducing club logo or name. Shown below are the 55 and 30 gallon models.



Circle 714 on free information card

TAKING the doubt out of putting is the principle behind the Plumb Bob putter. Using the putter's design to aid in sighting the hole, the Plumb Bob can keep the ball near the target. The sweet spot on the putter is directly in the center, enabling truer strokes.



Circle 715 on free information card

INCREASED ACCURACY on the fairway and in the sand is now offered by the Finesse wedge by Confidence Golf. The club's unique radiating score line pattern allows for proper score line alignment no matter how open the club face. Swing weight is medium to heavy. The wedge has a 52 degree loft with a 64 degree lie.



Circle 716 on free information card

NEWS OF THE INDUSTRY

Superintendent Must Protect His Job

The superintendent must rely on himself for job protection, according to Dr. William H. Daniel of Purdue University.

"Other professions do have safeguards, either into contracts or working agreements," Dr. Daniel told persons attending the recent Massachusetts Turf Day. "As far as I know, the only job protection the golf course superintendent has is his performance."

The upgrading of the superintendent should be the combination of four phases, Dr. Daniel said. "The superintendent has just now completed but two of the phases. The first was a matter of simplicity. The profession, in order to change an old image, had to adopt a new name and so it went from greenskeeper to superintendent. But there was a lull in between phases one and phase two until the certification program was formulated. However, even that is not in its most desirable form. Certification just may have to become mandatory instead of voluntary — the way it is today."

The other two phases are follow-ups to certification. Phase three should be a licensing system. "Every qualified superintendent should be licensed," Dr. Daniel said. "Other professions require documented proof in order to practice. The superintendent is only protecting himself in this matter. Finally, phase four should provide some form of penalty for those would-be superintendents who practice the profession without a license. This gives stronger impact to the licensing phase."

"You can't really tell a country club or a municipal course that they must hire a certain superintendent," Dr. Daniel said. "But if the situation were such that they were educated to the license and certification system, the chances are the fly-by-night supers would be weeded out."

Gerry Finn reported on Dr. Daniel's remarks in a recent issue of the newsletter of the Golf Course Superintendents Association of New England.

PGA Club Pro Championship Set For Callaway Gardens

The Eighth Annual PGA Club Professional Championship will be played at Callaway Gardens in Georgia Nov. 13-16. The \$100,000 tournament, blue ribbon classic for the nation's grass roots professionals, will be sponsored by The Lee Co., the sportswear manufacturer.

In announcing the change from Pinehurst in North Carolina where the event has been held the last four years, PGA President Henry C. Poe explained the move was dictated by several considerations, one of these the longer playing season at the Georgia resort making it feasible to shift the tournament from October to November.

"From a scheduling point of

view," he said, "the later date is desirable because it will give the players more time to work on their competitive games after a busy summer at their clubs. And, it will give our 38 PGA sections greater latitude in arranging their qualifying rounds for this tournament. In recent years we have had to make special exceptions for a few sections which could not schedule their qualifying tournaments before the deadline for filing entries. The later date will eliminate this problem." Poe also expressed his appreciation to Callaway Gardens for making what he described as "a most attractive proposal" to bring the popular championship to the west Georgia resort.

The championship fields one of the largest entry lists on the PGA

tournament schedule. Last fall, 365 hopefuls teed it up in the 72-hole competition, which on Sunday afternoon found youthful Roger Watson of Cary, N.C., collaring 1971 champion Sam Snead on the 72nd Green, then knocking him out at the first extra hole. Watson will defend his title at Callaway Gardens.

Previous winners include Howell Fraser of Panama City, Fla., who won the inaugural event at Scottsdale, Ariz., in 1968; Bob Rosburg, now back on the PGA tour, in 1969 at the same location; Rex Baxter of Old Westbury, N.Y., at Sunol, Calif., in 1970; then in successive years at Pinehurst, Sam Snead, Don Massengale of Montgomery, Texas; Rives McBee of Irvine, Texas and Watson.

The championship is played over three courses with the field rotating among the courses for the first 54 holes. The cut is made at the end of three rounds with the top 90 players and ties going into the Sunday finale. Callaway Gardens lies in the rolling hill country of west Georgia, about 75 miles southwest of Atlanta near Warm Springs.

Trevino Sets 4-Under Target For PGA National Golf Day

Lee Trevino has given America's amateur golfers something to shoot at for National Golf Day.

The PGA Champion and Sandra Haynie, Ladies PGA and Open champion, set the target scores for the nation's club golfers in a rain-splashed "Round of Champions" at Firestone Country Club in Akron, Ohio last month.

The men will have to squeeze every advantage out of their handicaps to beat Trevino's score of four-under-par 66. This means the men will have to post scores of five-under-par or better to earn their "I Beat the Champ" souvenir award. Sandra was somewhat easier on the lady challengers. Her 74 on the famed South course from mixed tees was one over ladies' par.

National Golf Day is the game's major annual charity fund drive, sponsored by the PGA. Contributions of a dollar or more per player are distributed through the National Golf Fund among a variety of golf-related charities, ranging from caddie college scholarships to veteran's rehabilitation golf and turf research endowments.

Acushnet Acquires Shelford; Eyes Foreign Golf Market

Acushnet Co., New Bedford, Mass. has acquired the Shelford Group of Cambridge, England for cash. Shelford is the distributor of Acushnet golf products in the United Kingdom and Europe and manufactures Acushnet golf clubs, golf carts and other wheel products.

William Bommer, executive vice president and general manager of Acushnet's Golf Division, said this acquisition will assist Acushnet in increasing its share of the growing foreign golf market.

Treasury Department Rules Golf Cars Sold in U.S. At 'Less Than Fair Value'

The Treasury Department has ruled that some electric golf cars imported into the U.S. from Poland have been sold at "less than fair value." The cars have been imported by Melex, U.S.A., Inc., Raleigh, N.C.

David Bender, a U.S. Customs Service official, told GOLFDOM the case now goes to the International Trade Commission. The ITC will conduct a three-month investigation to determine what injury, if any, has been suffered by the domestic golf car industry. The decision is expected by Sept. 14.

Clem W. Sharek, executive vice president of Melex, told GOLFDOM the decision in no way means the cars will cease to be imported into the country, and that it is still up to the ITC to determine if dumping does exist.

The investigation stems from a complaint made March 14, 1974 by Cushman Motors Div., OMC Corp., Lincoln, Neb., manufacturer of Cushman golf cars.

National Golf Foundation Sets Public Golf Workshops

The National Golf Foundation has announced the dates and sites for its national Public Golf Operations Workshops.

The eastern workshop will be Nov. 10-12 at the Marriott Inn in Cleveland. The west workshop will be Nov. 17-19 at the Hyatt House in Burlingame, Calif.

These workshops will be expanded versions of the regional seminars that the Foundation has held in recent years. Emphasis will be on the operational, financial and



The American Society of Golf Course Architects, which created a special Environmental Impact Committee two years ago, has established an ongoing program to monitor specific developments and governmental regulations so that courses comply with all existing codes. Chairman Phil Wogan (left), of Beverly, Mass., reviews a new course with committee members Joe Finger (center), of Houston, Texas, and Gerald Matthews, Laingsburg, Mich.

promotional problems of privately owned daily fee courses. Operators of municipal golf courses also will be welcome.

Pros to Return to Orlando For PGA Merchandising Show

The PGA Merchandise Show will be held Sunday, Jan. 25 through Wednesday, Jan. 28 at the Contemporary Hotel, Walt Disney World, Orlando, Fla., the same location as last year's show.

Display areas will again be on the second floor of the main building and in the annex of the Contemporary North. This year, however, the PGA said it has contracted for all of the Contemporary North building and will use only the first floor for displays. The second and third floors of this building will be devoted exclusively to housing show participants, exhibitors and PGA club professionals.

In addition, a special area for food and beverages will be set up in the Contemporary North. Special events such as fashion shows will be held in the area to generate traffic. Show hours will be extended to 7 p.m. for the Contemporary North exhibitors only — or two hours each day for extra selling after the dis-

plays in the main building are closed.

Last year's show — held for the first time in Orlando and for the first time indoors — was the biggest show in the 17 years of the event. The attendance of 5,705 was up 28 percent over the previous year. Total attendance was 8,506 including exhibitors working 223 exhibit areas.

Mallinckrodt Strike Ends After Four-Month Stoppage

A four-month work stoppage at Mallinckrodt Chemical Works, St. Louis, Mo. ended early last month. The dispute involved wages and benefits for about 700 members of the United Auto Workers, and began when an extension of their contract ran out Feb. 10.

"Right now, there will have to be quite a bit of readjustment of people, heads, money and time around here," Stan Frederiksen, manager of speciality agricultural products told GOLFDOM soon after the strike ended. He said supervisory personnel worked in the plants during the strike. He said deliveries were not appreciably affected during the strike because material loads had previously been spotted around the country before the strike began.

Replace Divots or Not?

Superintendents in the Mississippi Valley area of the country apparently feel that replacing divots by golfers is still the best way to keep their courses in shape.

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Circle 125 on free information card

In the May issue of GOLF-DOM, senior editor Herb Graffis wrote, "Repair of divots with soil, fertilizer, seed or even stolons is quicker, more effective, provides good playing conditions, is better looking and does a needed job without adding appreciably to the costs of first-grade maintenance. Scattered divots in a shot area quickly get to be a sloppy mess. Mowing does not shred the divots so the Bermuda of bent chunks are distributed for healing."

In a letter recently received by GOLF-DOM, Henry C. Vogt, secretary-treasurer of the Mississippi Valley Golf Course Superintendents Association, wrote: "While it is admitted that divots do not heal in dry weather, it is also a fact that many do heal, especially in spring and fall at the time of the year when turf is softer and divots larger. Considerable educational work and the placing of signs has been the practice for many years and we feel that an article such as this does not help the superintendents maintain the golf courses."

IRS Eases Tax Guidelines On China, Glass, Flatware

The Internal Revenue Service recently adopted new rules governing depreciation of such service items as china, glassware and flatware. These rules could substantially improve the cash flow of club managers at country clubs across the country.

In the past, many facilities used an accounting system to depreciate assets known as Asset Depreciation Range. Under ADR, taxpayers selected a depreciation life for such items as china, glassware and flatware from a prescribed range of eight to 12 years. The problem with this system was that china, glassware and flatware are costly and comparatively short-lived. An eight-year depreciation schedule was simply not beneficial for many.

As a result, some operators wrote off these items directly, selecting a depreciation life that was subject to challenge by the IRS. It was proposed that IRS create shorter subsidiary asset guideline classes. This would make tax treatment more fair for those facilities which purchased a high proportion of service assets.

The result was that the IRS now provides for subsidiary asset guideline classes asset depreciation ranges

of two to three years. This includes returnable containers, glassware, silverware, crockery and linens. For further information, write the Permanent Ware Institute, 111 E. Wacker Dr., Chicago 60601.

Glyphosate More Effective To Control Perennial Grass

The introduction of glyphosate will provide golf course superintendents with a more effective herbicide for controlling perennial grasses, according to Dr. A. J. Turgeon of The University of Illinois.

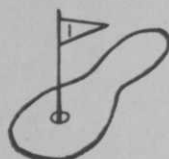
"Turfgrass renovation procedures employing herbicides have often resulted in serious reinfestation by perennial weed grasses due to inadequate control," Dr. Turgeon wrote in a recent issue of the newsletter of the Midwest Association of Golf Course Superintendents. "Also, soil residues of applied herbicides have delayed or precluded turfgrass establishment on treated sites."

Dr. Turgeon said glyphosate will be more effective and the absence of any soil residual activity from this herbicide allows for replanting as soon as adequate weed control has been obtained. His work has shown that premature planting of Kentucky bluegrass into treated bentgrass severs the bentgrass stolons thus interrupting translocation of the herbicide and reducing control. However, glyphosate is a substantial improvement over presently available materials and it will undoubtedly become an important herbicide for use in turf, Dr. Turgeon said.

Century Supply Corporation Opens Chicago-Area Office

Ernie Hodas, president of Century Supply Corp., Berkley, Mich., has announced the opening of a new division to serve the greater Chicago area market, northern Illinois and northwest Indiana in the field of underground sprinkler equipment and turf irrigation supplies.

Hodas said the new division will stock and distribute products manufactured by nationally known companies such as Rain Bird, L. R. Nelson Co., and Safe-T-Lawn. Hodas said Century/Rain-Aid Supply Corp. will be located at 341 Lively Blvd., Elk Grove Village, Ill. 60007.



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Baseball fans and golfers alike, touring Hillerich & Bradsby Co.'s Slugger Park Plant, Jeffersonville, Ind., will see a collection of historic Louisville Slugger bats and golf clubs as well as photos of some of the greatest moments in sports. A one-piece driver, manufactured around 1900, is just one of many antique golf clubs in the exhibit. The collection dates back to the late 1800s.

Fluctuating Beef Prices Are Seen for Rest of Year

Beef prices for the remainder of this year are expected to be erratic, according to Ohio State University economist Edgar Watkins, but prices are expected to be down by autumn.

The recent increase in beef prices has come about because fewer cattle are being marketed and because they are going to slaughter at lighter weights. There have been one million fewer cattle marketed so far in 1975 than during the same period in 1974. Cattle marketed in early May, 1975, weighed an average of 53 pounds less than last year during the same time period.

Watkins said there are more grass-fed cattle being sold now at higher weights. An increased number of these pasture-grazed animals are being sold because of high feed costs. There may be a bit less quality in grass-fed cattle because they may have grown off slower on pasture and were marketed a little older. Some tenderness may be lost, Watkins said.

By autumn, more cattle are expected to be going to market. The weather will be an important factor in the number of cattle marketed and when these cattle come to market. If the weather is normal and there is a good corn crop, there will be a greater supply of beef this autumn than last summer, he said. If there is a repeat of last year's drought with a short pasture season and a reduced corn crop, more cattle will be marketed sooner at lower prices because of limited feed.

Cleveland-Area Tournament To Aid Musser Foundation

Almost 120 Cleveland golfers will tee it up Aug. 4 at Canterbury Country Club to benefit the Musser International Turf Foundation. The event is sponsored by the Cleveland District Golf Association.

The Foundation was organized in 1969 with the express purpose of promoting turfgrass research and education by giving financial aid to gifted graduate students who are working for their advanced degrees. Last year's Cleveland-area tournament donated over \$1,713 to the Foundation.

Working board of directors include Dr. Fred V. Grau, Warren A. Bidwell, Dr. William H. Daniel, Stan A. Frederiksen, and Paul Hahn. Honorary board members include: Deane Beman, Joseph C. Dey, Jr., GOLFDOM's Herb Grafis, Robert Trent Jones, Arnold Palmer and Louise Suggs.

Aldrin/Dieldrin Case Closed

The United States Environmental Protection Agency has announced that the U.S. Court of Appeals for the District of Columbia has found "imminent hazard" in use of the pesticides aldrin and dieldrin. These registrations have been cancelled.

However, the EPA said sale and/or use of aldrin and dieldrin formulated into products on or before Aug. 2, 1974 is still permissible.

Fall Tennis Buying Show In San Diego in August

Sales of exhibit booth space is already far ahead of any previous show for TENNIS INDUSTRY's National Buying Show Aug. 3-5 at the Town and Country Hotel, San Diego, Calif.

According to Hardy C. Katz, president of the show. "Our primary purpose in putting on the show is to help the tennis businessman by bringing together buyers, manufacturers, reliable familiar products and new resources in the industry. Since the show includes exhibitors from every part of the country, and since manufacturers introduce new lines at this show, it gives tennis industry people the opportunity to see first-hand trends, new products and expansions that are happening nationally."



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All over the country, users of big-battery electric vehicles are turning to Lester-MATIC chargers for fast, dependable charging. The all-new Lester-MATIC "BIG FORTY" offers a full 40-amp start rate—really pours the amp-hours into your batteries during those important early hours of charging. Normally, high capacity batteries are charged to 3/4 capacity in only 4 hours. After the peak charge, the rate automatically tapers down to 3-amps, preventing overheating and excessive gassing, and resulting in excellent equalization of cells with low water consumption.

Both golf car and industrial users in northern areas have found the "BIG FORTY" to be a top cold-weather performer—extending vehicle hours and cutting time on-charge. Lester's new heavy-duty "BIG FORTY" will keep your big batteries in peak condition over a maximum life period.

All Lester chargers feature solid-state circuitry for years of trouble-free performance. A unique flux oscillator circuit compensates for changes in line voltage. Lester chargers are easy to use by untrained personnel—no taps or rate controls to set. Over 200,000 chargers in daily use have proven the reliability of the Lester-MATIC. Specify Lester for your next electric vehicle charger.

Specify the Lester-MATIC "BIG FORTY" with your car order, or special order from your distributor.

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Patty Berg To Be Honored With Joe Graffis Award

Professional woman golfer Patty Berg has been named the winner of the Joe Graffis Award. The award is presented annually by the National

Golf Foundation to recognize the person who has made a major contribution to the golf educational field and the promotion of junior golf.

The award will be presented at a banquet July 24 during the Foundation's educational seminar being held at Pine Needles Lodge and Country Club in Southern Pines, N.C.

She has been actively involved in the Foundation's educational pro-

gram since its inception in 1965. She has also brought golf to thousands of persons through her numerous clinics and exhibitions. The award was recently named to honor Joe Graffis, who with his brother Herb founded the National Golf Foundation in 1936. They also founded GOLFDOM magazine. The award was previously won by Opal Hill in 1974, Les Bulstad in 1972, the late Barbara Rotuig in 1971 and Ellen Griffin in 1970. □

La Costa Slaps Suit on 'Penthouse'

A cloud of uncertainty will hang over the La Costa Country Club for the next few months, as the club battles one of the biggest libel suits in journalism history.

In the March issue of *Penthouse* magazine, an article entitled "The Hundred Million Dollar Resort with Criminal Clientele" painted the San Diego-area development as a haven for organized crime and a base of operations for the planning of everything from investment rip-offs to Watergate.

On May 27, La Costa President Merv Adelson held a news conference in Los Angeles to voice his operation's disagreement with the story and launch a \$540 million lawsuit along with several other management individuals and corporations mentioned in the *Penthouse* piece.

For years, La Costa has been the home of the Tournament of Champions, which itself has had the dubious distinction of being taken off and put back on the Tournament Players Division tourney calendar in a matter of weeks.

In early May, TPD commissioner Deane Beman indicated that since the format of the World Series of Golf had been changed, there would be no real need for the T of C and it would be lopped off the schedule. The World Series is now the property of the PGA and indications are that at least 16 season champions will be entered, maybe more.

Whether the article about La Costa had anything to do with the dropping of the tournament is only supposition. When the decision was announced by Beman to cancel the event, there was a loud rumble from

TPD members. The La Costa tournament is one of the better stops on the circuit for the players. They get \$2,000 each just for showing up and with the attraction of the development and its famous spa, there are a number of activities available for the pro's family to participate in.

During the Atlanta Classic, a TPD Board meeting was held and Beman fielded the dissent from TPD members who favored the T of C format. Anyway, the tournament was put back on the schedule and the reasons for the cancellation and the reinstatement are still vague. The TPD commissioner reversed a decision, which in itself, seems surprising for a major professional sport.

How long it will take to settle the La Costa case is anyone's guess, but Adelson, in a statement to GOLFDOM, said that he would carry the litigation through and there would be no settlement out of court. Others named as plaintiffs in the case include Irwin Molasky, Allard Roen and M. B. Dalitz, management heads of La Costa along with several corporations that are tied into the development.

To quote from the complaint, filed in the California Superior Court in Los Angeles, "the defendants willfully, wrongfully, maliciously and with intent and design to injure, disgrace and defame with wanton, reckless and utter disregard for the truth or falsity of the statements made therein concerning plaintiffs, caused to be printed, published and circulated of and concerning plaintiffs the libelous and defamatory article published in said March 1975 issue."

The basis of La Costa's complaint stems from the fact that the operation has suffered financial losses since the publication of the *Penthouse* article. According to La Costa, conventions that would have been held at the complex were cancelled, patrons of the spa, golf course, hotel and other facilities, who would otherwise use La Costa haven't and there has been a general decrease in the purchase of condominiums at the resort. In short, business has dropped off.

Penthouse Editor and Publisher Robert Guccione told GOLFDOM from his New York City residence that he thought the legal hassle was, "a cosmetic exercise on their (La Costa's) part." Guccione commented that his magazine was currently into investigative journalism on an above average scale and that the La Costa piece was just along those lines.

"I guess if you're going to sue someone in a libel suit, you might as well go for as much as you can. I don't really believe they have a case. Our legal counsel went through the whole article, analyzing every point. The entire piece was carefully researched," Guccione said.

Adelson and his colleagues disavow a majority of the information found in the *Penthouse* article and insist that La Costa is not a home for the Mafia. In fact, Adelson points to the fact that some of the top corporations and associations in the country have utilized the club facilities. The list includes the American Bar Association, Chrysler, Ford, General Electric, Xerox and John Hancock Insurance.