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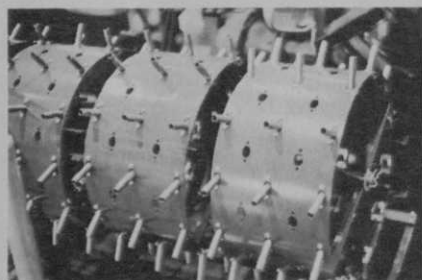
Superintendents Talk Business



Will Oller (left), general sales manager for Container Development Corp., with John Legrand, regional sales manager.



The 1975 GCSAA Executive Committee — Back row, from left, Theodore W. Woehrl, Oakland Hills Country Club, Birmingham, Mich.; L. D. Haines, Denver Country Club; Charles Baskin, Country Club of Waterbury, Conn.; Gordon Witteveen, Board of Trade Country Club, Woodridge, Ontario, Canada; Charles H. Tadge, Mayfield Country Club, South Euclid, Ohio; Richard W. Malpass, new vice president, Riverside Golf and Country Club, Portland, Ore.; front row, Melvin B. Lucas, Jr., Garden City Golf Club, Garden City, N.Y.; Palmer Maples, Jr., The Standard Club, Atlanta, new president; and George Cleaver, Chestnut Ridge Country Club, Lutherville, Md.



Aerator from Dedoes Industries, Inc.



Practice green hole markers from Par Alde Products Co.



Michigan State's James Beard (left), with Hugh Swink of Kalo Labs, and Ted Lewton of PBI-Gordon Corp.

A revamped educational program and one of the most complete equipment displays ever highlighted the 46th Annual Golf Course Superintendents Assn. of America International Turfgrass Conference and Show held last month in New Orleans.

Total attendance for the show was 4,899, as compared to last year's totals of 5,086. However, there were more superintendents this year, 1,384, as compared to 1,250 last year. The big drop was in number of exhibitors, from 1,762 to 1,317 this year. Palmer Maples Jr., of the Standard Club, Atlanta was elected president. New vice president is Richard W. Malpass, of Riverside Golf and Country Club, Portland, Ore., and continuing in the post of secretary-treasurer is George Cleaver, Chestnut Ridge Country Club, Lutherville, Md.

Biggest turnouts for the educational sessions were for the discussions on the general manager concept, and a look at the coming year's fertilizer situation. Speaking for the GCSAA on the fertilizer panel was outgoing president Charles Baskin. Baskin said the reconciliation of use of fertilizer for golf courses against hunger problems throughout the world is an emotionally charged issue, that needs an example, and

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Wherever golf is played...

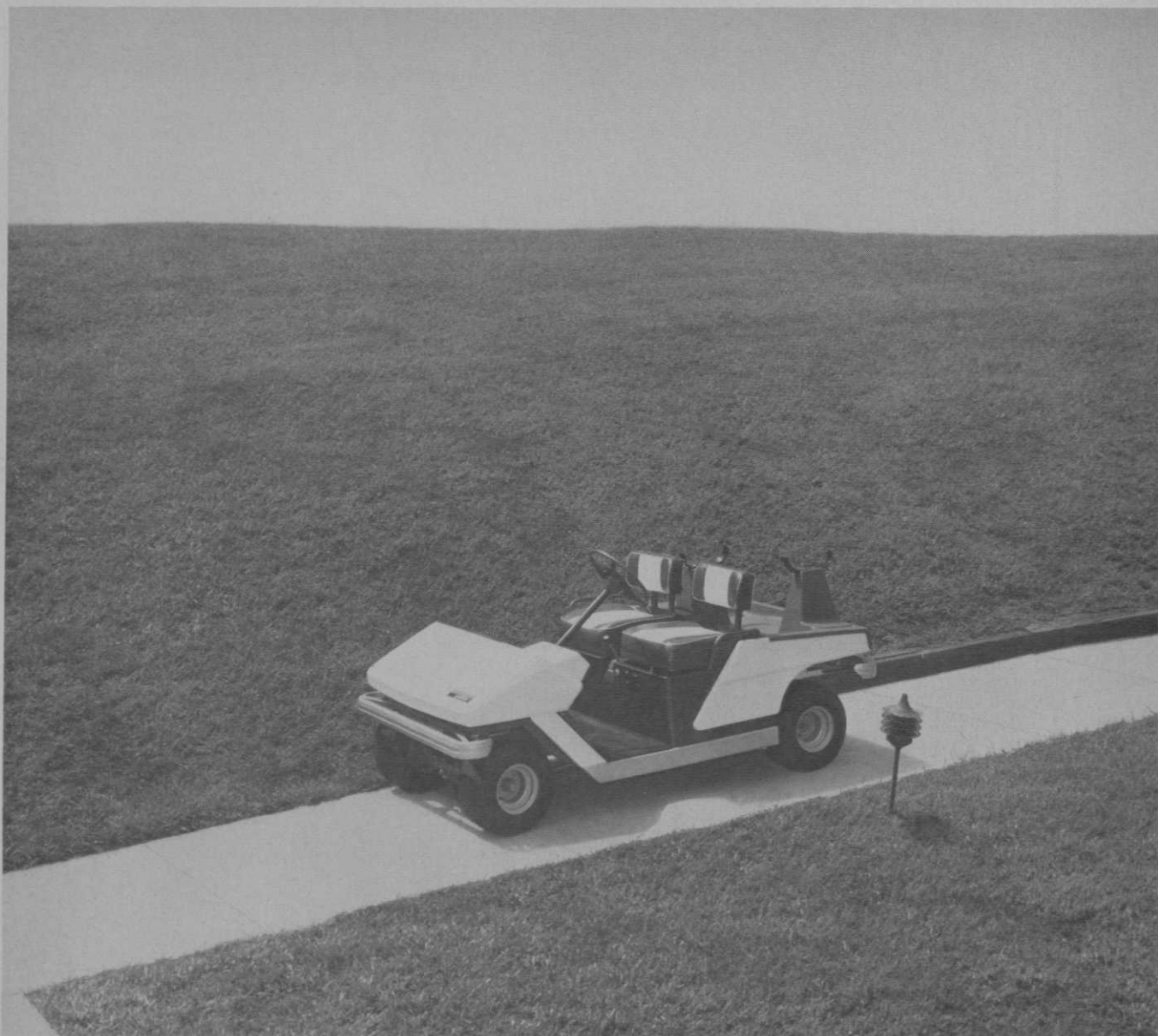
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GCSAA from page 32

that the golf course and its maintenance has become this.

George Osburn of Hercules, Inc. gave the fertilizer view from industry. He said prices will continue to rise, but there will be some leveling off, and rises of greater than 10 percent are not foreseen. He said the key for the superintendent is management of the fertilizer he does have — getting soil tests and using the minimum amount needed for the job. John Jackman, superintendent at Medinah Country Club in Illinois, suggested that superintendents might be doing less grooming in the coming years due to high fertilizer costs. Michigan State's Dr. James A. Beard said researchers are in the best position they have ever been — with better men and better funding — to handle development of better soil analysis and interpretation for the most judicious use of fertilizer.

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Top: Don Stinson (left) of Club Car with Bill Adams of Topeka; Bottom: Mike Riley (left) of Hahn, Inc.



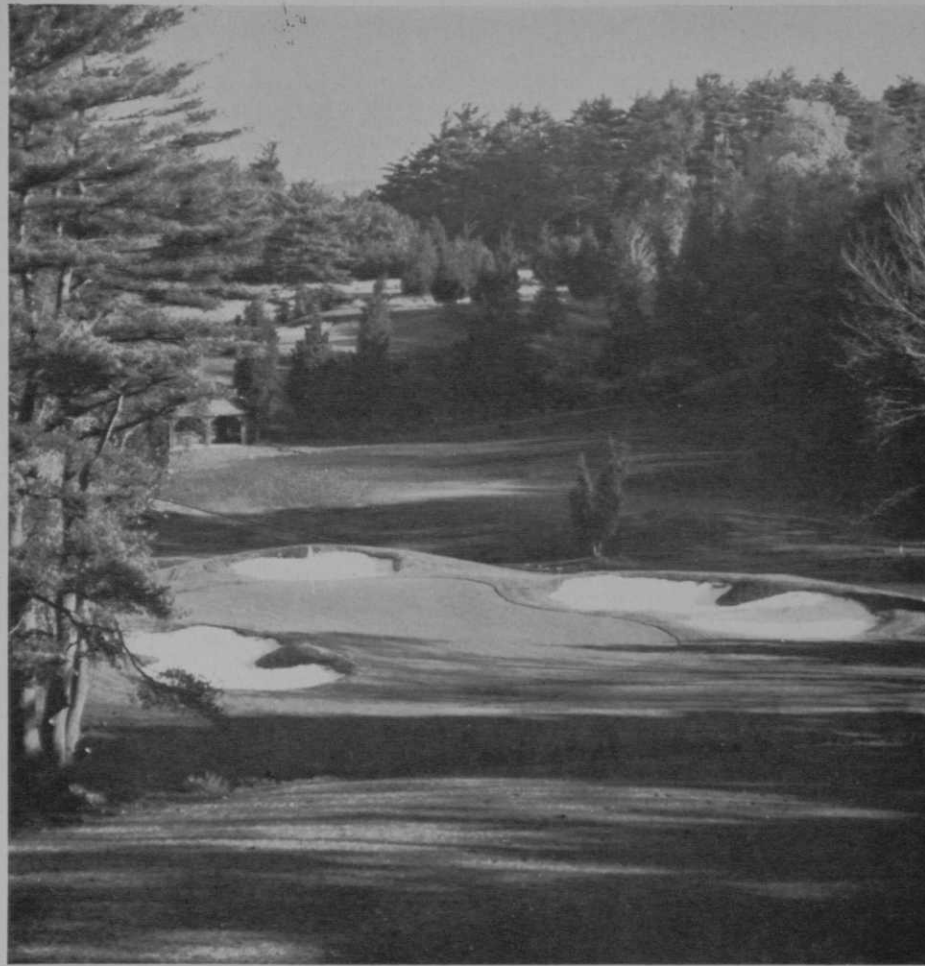
Harley-Davidson national field sales manager Jerry Langlois with customers.



Jack Hanson, superintendent at Crystal Lake Country Club in Illinois, at the E-Z-Go exhibit.



Ray McMicken of B. Hayman Co., Inc., Santa Fe Springs, Calif., a leading distributor of turf maintenance equipment.



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- La Costa CC, Carlsbad, Ca.
- University Park GC, Santa Barbara, Ca.
- El Dorado CC, Palm Springs, Ca.
- Indiana Wells CC, Palm Springs, Ca.
- La Quinta CC, Palm Springs, Ca.
- Thunderbird CC, Palm Springs, Ca.
- Desert Inn CC, Las Vegas
- Mission Viejo CC, Mission Viejo, Ca.
- Marina Del Rey GC, Venice, Ca.

EASTERN AREA:

- Camelot CC, Spring Valley, NY.
- Dutchess CC, Poughkeepsie, NY.
- I B M CC, Poughkeepsie, NY.
- Indian Ridge, Andover, Ma.
- New Jersey CC, Wayne, NJ.
- Pawtucket CC, Pawtucket, RI.
- Portsmouth CC, Portsmouth, NH.
- Stanwich GC, Greenwich, Ct.
- Ferncroft CC, Middleton, Ma.
- Yale GC, New Haven, Ct.

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Easily the most spirited discussion of the conference took place at the session that dealt with the general manager concept. Jerry Claussen, National Golf Foundation consultant, explained different approaches to the concept. Bob Williams of Bob O'Link Golf Club in Highland Park, Ill., spoke against

the idea, and retired Dallas Country Club general manager John Outland spoke for the concept. In months to come, most agree that this will be an issue that will have more attention focused on it, and many superintendents got the background at this session they will need for a useful discussion of the issue. Many superintendents at the session spoke out for and against the

general manager concept — mostly against.

Tradition squeezed back into the show Wednesday morning as B. Hayman Co., Inc., distributors of turf maintenance equipment, sponsored its "Champagne Breakfast" for certain West Coast and Hawaiian users of Jacobsen equipment. Russ McMicken hosted 11 Hawaiian superintendents at the show. □



Clockwise, from upper left: Standard Golf Co. asst. sales manager Steve Burrell with Standard girl Barb; Royer Foundry and Machine Co.'s C. J. Otto (left) with Harold Croom; Bunton Co.'s Tom Jeffries (center) with a customer; Dr. D. B. Pfeleiderer (left), head of Country Club's Professional Div., with Curtis Overton; Mallinckrodt's Stan Frederiksen (third from left) with Art Martson (left) of Seattle, Tom Baltz, of Portland, and Robert Johnson, of Orland Park, Ill.; Jacobsen's Ned Brinkman (right), with James Selgfrelid of Cincinnati (left) and Peter Miller, superintendent at Firestone Country Club in Akron, Ohio; GOLFDOM's Joe Graffls (right) with Par Aide President J. S. Garske (center); Fore-Par's President Kelth A. Neal (right) with one of his representatives, Scott Gudmundson; Smithco's Wade Herren (right) with a customer; and Hercules' George Donahue at the Hercules exhibit.

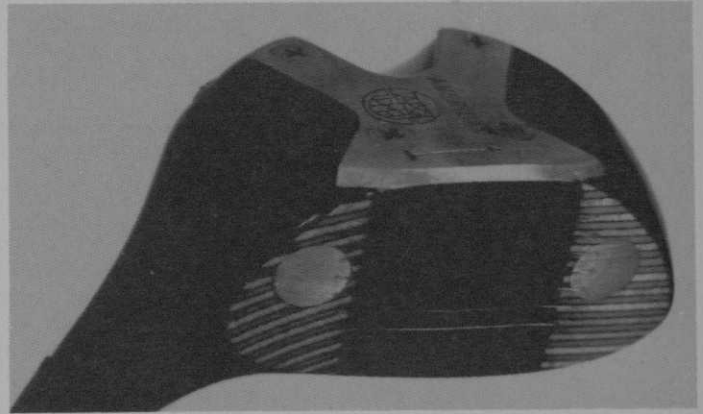


THE AMERICAN — Irons, Woods, Putters

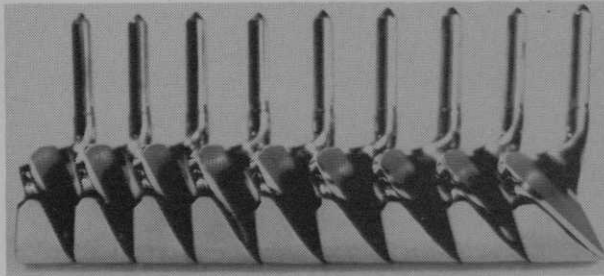
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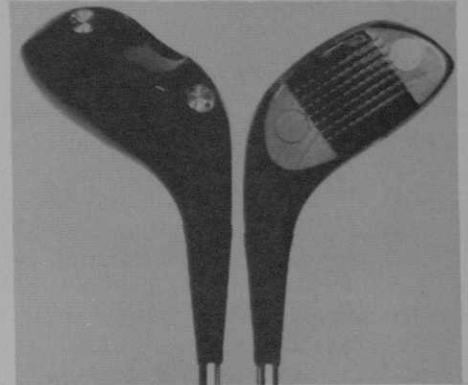
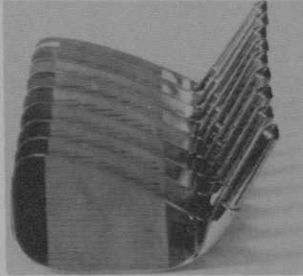
Irons are made from lost wax process . . . 17-4ph hardened stainless. Heel and toe weighted for less torque and greater efficiency. No weights added after assembly. No difference in hosel length. Weight difference established in adjustable molds. Guaranteed to out-perform any competitor in distance and direction.



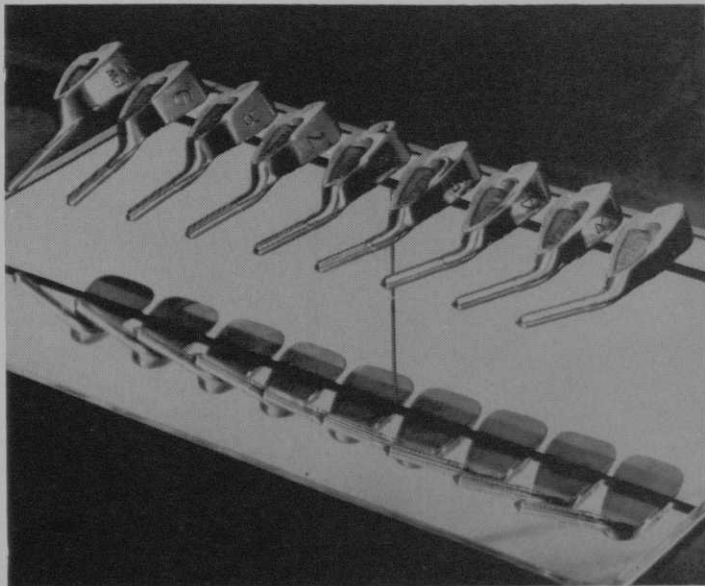
Woods are precision-weighted at four points to balance out at the perfect sweet spot, behind the center of gravity. Not just from heel to toe, but from front to back — same as irons — heel-toe plus front & back. The cut-out tunnel has a 2-way purpose: to increase the weight efficiency from heel to toe and club head speed by less-air-flow resistance.



Side view of a complete set of irons, 2-9 P-W. Note the perfect match on uniform height throughout entire set and perfect match in hosel length. Front view shows you exact length and uniform look from heel to toe of club throughout entire set.

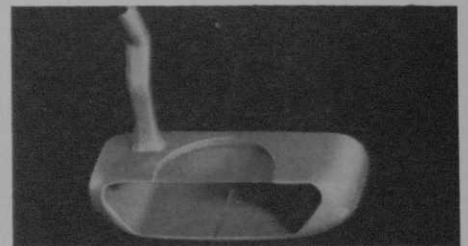


Shows 4-way weighting principal of one wood front and back. Tests have proven you'll get 10% greater efficiency on distance and direction over standard woods



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Pro-Only Suit

Round One to Golf City

A Federal District Court has found in favor of Golf City, Inc., a Louisiana retailer, in an anti-trust action brought against equipment manufacturers for selling pro-line clubs only to pros.

This "Pro-only" suit began last October in the court of Federal Judge James Comiskey in the Crescent City. In the original action, Golf City, Inc., represented by attorney Henry Klein cited Wilson Sporting Goods Co., and the Professional Golfers Association with more than a dozen other manufacturers, all of which settle out of court prior to the final decision.

In an exclusive interview in his New Orleans' office with GOLFDOM, Klein was visibly elated. "No one will believe this, but I thought that Golf City would win the action from the start. The companies," he said, "based their defense on the fact that they arrived at their marketing philosophies separately and there was no hint of intercommunication or consultation between the firms.

"We disproved that theory by producing correspondence between

'We Will Appeal'

"We have reviewed the court's findings and determined that they are not supported by the record and the court's ruling on an anti-trust is in error. It should be noted this in an interim judgment by the Federal District Court and no damages have been made. Wilson intends to appeal the decision and is competent that the erroneous decision of the Federal District Court will be reversed. Wilson continues in its belief that our policy is entirely

lawful and proper. Wilson Sporting Goods Company does not intend to make any change in the administration of its professional-only policy but intends to vigorously pursue its right of appeal." — **Don McClure, General Counsel, Wilson.**

"The court was wrong. The PGA and Wilson have not engaged in anything unlawful." — **Peter Bleakley, Chief Counsel, PGA.**

the PGA and the companies which showed that there was collusion," Klein said.

Klein, a 30-year-old Tulane University graduate, is also involved as counsel in a similar action against equipment companies which has been filed by a Chicago sporting goods dealer.

Within his formal decision, Judge Comiskey cited the industry for violation of the Sherman Anti-trust Act and conspiracy to restrain

trade in the distribution of pro-line equipment. The case, No. 69-2959, presents a severe challenge to pro-only sales.

Judge Comiskey's decision referred to the expert testimony of Dr. Robert Lanzillotti, a noted industrial organization economist. Lanzillotti said that in 1967 the top four firms in the industry shared 66 percent of the equipment market. Economically, he has referred to this as an "oligopoly," a case in which a few sellers dominate the market. In essence, he alluded to this as a form of dominance by a few which contributes to price fixing and a "protect the pro attitude which influences consumer advertising efforts to get people to buy at the pro shop.

Attempts to sell pro lines by firms such as Golf City would tend to weaken the pro's profit potential and hamper the exclusivity of the pro lines. Judge Comiskey also noted that with a controlled market, selling between the pros was more along the lines of "friendly price competition", instead of the cut-throat situation that occurs at the retail level.

Former PGA president William Clarke during the trial testified as to advantages of pro fitted clubs. Clarke became chairman of the now defunct PGA Manufacturers Relations Committee in 1966.

His basic duties as chairman of the committee were to coordinate the activities of pros relating to the



Henry Klein: Mulls over Golf City case, looks to new legal horizons in Chicago.