

their mind on a set, the West Hills staff proceeds to fit them. This process can go on for as long as the customer wants, says Evanko. "There was a case once in which a fellow spent eight hours in here for a fit." Usually, though, the average sale runs 45 minutes to an hour.

One area that West Hills prides itself on is the stocking of special orders. For instance, the shop carries a complete line of left-handed equipment in all price ranges along with extra-long clubs.

Providing good service and selection have been the watchwords at West Hills from its inception and Bob Evanko insists if there is a formula to success, that has been it.

"There have been plenty of people and salesmen alike who have walked into the store and tell us they have never seen a place so well-stocked. We can't really make it look neat. There's no way. But, we can take care of our customers and I think that's the most important thing," the 41-year-old remarked.

Over the last three years, West Hills' gross sales have increased steadily and now with the addition of a nationwide mail order business, optimism is up for even more volume. There has been a dramatic increase in sales since 1972 when the shop grossed \$300,000 and a year later \$550,000.

Heralded with advertising in both consumer golf magazines, West Hills' mail order business started in March, 1974. At first, the additional business put a strain on the shop's 10-person staff and once the brothers were holed up in the shop until 4:30 a.m., catching up on orders. Today, things are settling down.

"To keep pace with the market and your customers," says Bob Evanko, "it takes countless hours of work. There are special services that you have to conduct for your customers all over the country. Unless, someone devotes themselves to this business, they will not succeed."

Not a real player of the game, Evanko styles himself as an expert on club lines and their complexities. He claims there is a lot more to the golf business than most people think. To back those words with action, the Evankos spend a large portion of the shop's unique 84-hour week, right there.

Open seven days a week from 8

a.m. to 10 p.m., the shop is closed only on three holidays a year. With the mail order business all geared up, West Hills has 10 regular phone lines open to handle its business.

Orders come in from all over the country and some from all over the world. Merchandise has been shipped to India, Japan, West Germany, Belgium, Spain and Indonesia.

Ordering is a critical part of the business and West Hills works hard to make the right decisions. Bob and Dick both figure the orders along with the shop's director of operations, Richard Macey. Often, the Evankos face unacceptable shipping dates, but it's part of life.

"The trouble with shipping merchandise to us, is we're a seven-day a week operation and these factories run on a five-day week. A lot of times, that hurts us," he added.

Pricing policies have changed over the years for West Hills. At the beginning, to compete, the shop priced lower than its rivals. Today, though, the West Hills price is, in some cases, higher than the competition. This explains the fact why the shop hardly ever features sale merchandise or nominal discounts.

To make it in business, there has been personal sacrifice from the Evankos. Over a 15-year span, Bob admits that he never has gotten to watch much television or enjoy a lot of the better things in life, like an extended vacation.

"I just hope that anyone thinking about starting a shop of our scope, realizes it will take an awful lot of work. You just have to stick with your business to make it go. There's no easy way. A business has to be tended to, all the time," Bob Evanko insists.

It was probably a gamble 14 years ago for the family to go out on a limb and buy more than they could really afford to pay for, but the Evankos contend that's the only way to build up a good inventory.

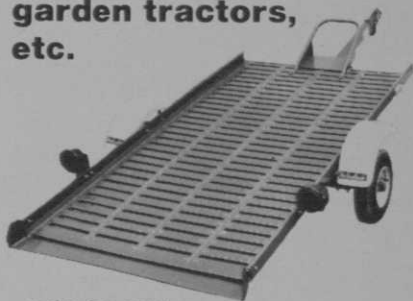
Out of an old farm they carved a golf course, where 20,000 rounds are played annually, built a pro shop now worth a \$1-million and have since started a nationwide mail order business. It seems like a look at the American work ethic in action.

If there is such a thing as a total golf shop, that's what the Evankos want West Hills to be. □

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5/75 GOLFDOM MAGAZINE 31

# COMING EVENTS

Georgia Golf Course Superintendents Assn. educational program and business meeting, Coosa Country Club, Rome, Ga., May 12-13.

Indiana Golf Course Superintendents Assn. meeting, Otter Creek Golf Club, Columbus, Ind., May 13.

CMAA board of directors meeting, Washington, D.C., May 18-20.

National Restaurant Assn. Restaurant, Hotel/Motel Show, McCormick Place, Chicago, May 18-21.

Florida Nurserymen and Growers Assn., annual convention, Innisbrook Resort and Golf Club, Tarpon Springs, Fla., May 22-24.

PGA National Golf Day, Firestone Country Club, Akron, Ohio, June 2.

Birmingham Ala., Kiwanis "Sports-A-Rama", Civic Center, June 5-8.

Indiana Golf Course Superintendents Assn. Meeting, Terre Haute Country Club, June 10.

Northern Michigan Turfgrass Managers Assn., meeting, Leland (Mich.) Country Club, June 12.

National Restaurant Assn./New York State Restaurant Assn. "Controlling Food Costs" seminar,

Marriott Motor Inn, Saddlebrook, N.J., June 16.

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

Indiana Golf Course Superintendents Assn., meeting, Meshingomesia Country Club, Marion, Ind., July 8.

Northern Michigan Turfgrass Managers Assn., meeting, Valley View Golf Club, Shepard, July 10.

American Sod Producers Assn., summer convention and demonstrations, Crown Center, Kansas City, Mo., July 17-18.

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.

Univ. of Massachusetts Turf Field Day, South Deerfield, Mass., July 30.

Southern Nurserymen's Assn., annual convention, Atlanta, Aug. 3-5.

Tennis Industry's National Buying Show, Town & Country Hotel, San Diego, Calif., Aug. 3-5.

CMAA Workshop, "Carnegie in Club Management," Cornell University, Aug. 4-6.

Penn State Turfgrass Field Day, Valentine Turfgrass Research

Center, University Park, Pa., Aug. 6-7.

International Shade Tree Conference, annual meeting, Heritage Hotel, Detroit, Mich., Aug. 10-14.

National Golf Foundation teacher seminar, Stephens College, Columbia, Mo., Aug. 10-15.

Indiana Golf Course Superintendents Assn. meeting, Hickory Hills Golf Club, Parker, Ind., Aug. 12.

CMAA Workshop, "Advanced Management Techniques," Portland, Ore., Aug. 18-20.

Univ. of Rhode Island/Rhode Island Golf Course Superintendents Assn., Turfgrass Field Day, Univ. of Rhode Island Turf Research Station, Kingston, R.I., Aug. 20.

Northern Michigan Turfgrass Managers Assn., meeting, Burning Oak Golf Club, Roscommon, Aug. 21.

Illinois Turfgrass Foundation Field Day, Univ. of Illinois, Urbana, Ill., Sept. 16.

CMAA Workshop, "Coping with People Problems," Phoenix, Ariz., Sept. 8-10.

CMAA Workshop, Club Management, Chicago, Sept. 15-17.

Ohio Agricultural Research & Development Center, Turf and Landscape Day, Wooster, Ohio, Sept. 9.

CMAA Workshop, "Club Management," Chicago, Sept. 15-17.

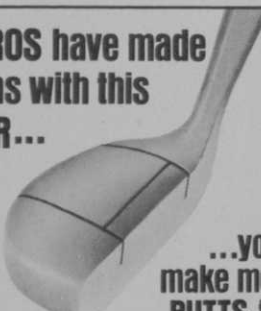
Illinois Turfgrass Foundation Field Day, Univ. of Illinois, Urbana, Ill., Sept. 16.

California Assn. of Nurserymen Convention, Town and Country Hotel, San Diego, Calif., Sept. 16-18.

CMAA Workshop, Executive Development, Toledo, Ohio, Sept. 18-20.

PGA teaching seminar, Barton Hills Country Club, Ann Arbor, Mich., with Bob Toski and Paul Bertholy, Sept. 22-25.

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Indiana Golf Course Superintendents Assn. meeting, Woodland Country Club, Indianapolis, Ind., Sept. 23.

Outdoor Pest Services Clinic, National Pest Control Assn.-sponsored, Kansas City, Kan., Sept. 26-27.

CMAA Workshop, "Advanced Beverage Management," New York, Sept. 29-Oct. 1.

PGA teaching seminar, Torrey Pines Golf Course, La Jolla, Calif., with Eddie Merrins and Dr. Gary Wiren, Oct. 6-9.

CMAA Workshop, "Financial Management and Computers," Champaign, Ill., Oct. 7-9.

CMAA Symposium, Los Angeles, Calif., Oct. 13-15.

PGA teaching seminar, Westchester Country Club, Rye, N.Y., with Irv Schloss and Paul Runyan, Oct. 13-16.

Indiana Golf Course Superintendents Assn. meeting, Harrison Lake Country Club, Columbus, Ind., Oct. 14.

Kentucky Turfgrass Council Conference and Field Day, Barren River State Resort Park, Lucas, Ky., Oct. 14-15.

PGA teaching seminar, Meadowbrook Country Club, St. Louis Mo., with James Flick and Harvey Penick, Oct. 20-23.

26th Central Plains Turfgrass Conference, Manhattan, Kan., Oct. 22-24.

CMAA Workshop, "Creative Food Management," Williamsburg, Va., Oct. 27-29.

Sixth Annual Georgia Golf Course Superintendents/Univ. of Georgia Turfgrass Short Course, Center for Continuing Education, Univ. of Georgia, Athens, Ga., Nov. 3-4.

PGA club repair seminar, Denver, with Hubby Habjan, Nov. 10-13.

Indiana Golf Course Superintendents Assn. meeting, Tomahawk Golf Course, Jamestown, Ind., Nov. 11.

CMAA board of directors meeting, Kansas City, Mo., Nov. 16-18.

PGA club repair seminar, Los Angeles, with Irv Schloss, Nov. 17-20.

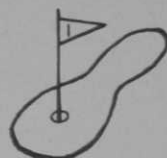
Indiana Golf Course Superintendents Assn. meeting, Kokomo Country Club, Dec. 6.

16th Annual Illinois Turfgrass Foundation Conference, Ramada Inn, Champaign, Ill., Dec. 10-12.

12th Annual Northern California Turf & Environmental Landscape Exposition, Hall of Flowers, San Mateo County Fairgrounds, Jan. 29-30.

47th GCSAA International Turfgrass Conference and Show, Minneapolis Auditorium and Convention Hall, Minneapolis, Minn., Feb. 8-13.

CMAA Annual Meeting, Washington, D.C., Hilton Hotel, Feb. 11-14.



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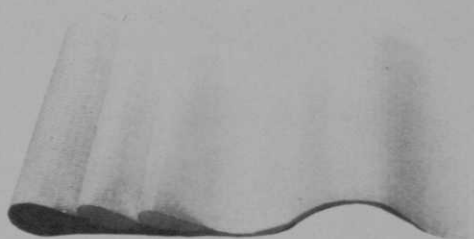
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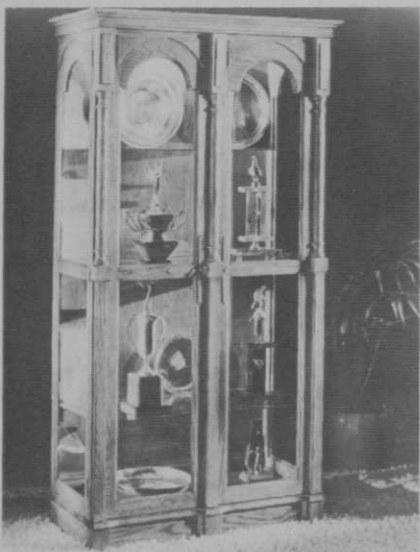
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# NEW PRODUCTS

MADE OF SOLID WOODS and completely enclosed, Harbor House's new line of trophy cabinets could be a handsome addition to the clubhouse. Available in a variety of woods including pine, birch and oak, the cabinets are all hand styled and finished.



Circle No. 701 on Reader Service Card

VERSATILE as either a golf car or utility vehicle, the new Combo I by Cushman is the latest in vehicles for the course. Available in both gasoline and electric models, the Combo I converts easily into a carryall or four-passenger unit. The rear deck folds flat or flips up to form a two-passenger seat. In the electric model, a 36-volt battery pack is included and can range up to 25 miles per charge. The gasoline model has a 12-horsepower engine.

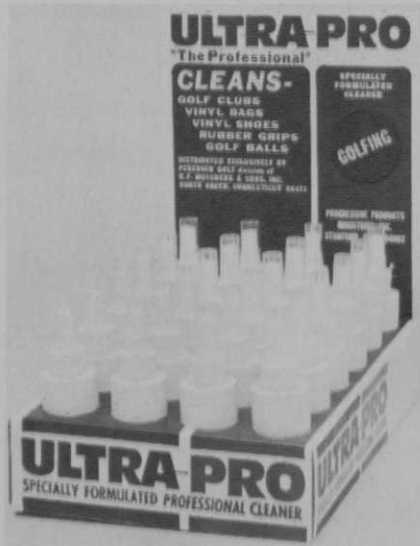


Circle No. 702 on Reader Service Card

TWO, NEW dry-applied, ready to use control products are the latest innovations from the ProTurf Division of O. M. Scott & Sons. ProTurf Nematocide, for use in the South; and ProTurf 101V Broad Spectrum Fungicide are the newest additions to the Scott product family. Nematocide can control 11 parasitic nematodes, including ring, lance, sting, root knot and stubby root. The product can be used on bahia, bermuda or centipede. Spectrum fungicide is a new contact product that combats a variety of diseases in turf and dichondra.

Circle No. 703 on Reader Service Card

SPECIALLY FORMULATED for the clean-up jobs in the golf bag, Ultra-Pro is a new aide to the player. A variety of surfaces can be cleaned by the product including vinyl shoes, bags, rubber grips, balls and clubs. Ultra-Pro is distributed exclusively by Pedersen Golf.



Circle No. 704 on Reader Service Card

REDUCING the hardness of putting greens and fairways, Delta Foremost's 1221-ES Turf-Ade is a new approach to chemical aeration of turf. Promoting healthier, less compacted turf and reducing wilt,

the biodegradable liquid actually makes water wetter, quickly pulling water to the root system. Turf-Ade increases the effectiveness of fertilizers, fungicides and herbicides and can cut watering by 50 percent.

Circle No. 705 on Reader Service Card

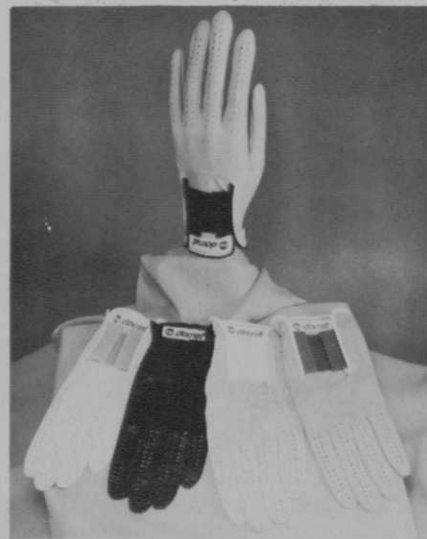
KEEPING YOUR name in front of your members is the purpose behind Cambro's line of fiberglass serving trays for the clubhouse or snack bar. Four-color artwork is available on over 38 shapes and sizes.

Circle No. 706 on Reader Service Card

SIMPLE, FAST and easy to install in the pro shop, wood storage shelving by Lundia offers a safe, sturdy unit that costs less than steel. Shelves are quickly adjustable on two-inch increments without tools.

Circle No. 707 on Reader Service Card

FASHIONED in cabretta leather and styled in several colors, golf gloves by Dorset are designed to hold the hand as well as the club. There are two models of glove in the Dorset collection. The Dorset 1 comes with a standard velcro wrist closure, distinct from the Dorset 2, which has a double wrist "lock". Colors available include banana, black, blue, bone, green and white.



Circle No. 708 on Reader Service Card

COMFORTABLE AND COLORFUL are the watchwords for "The Entertainers" casual furniture from Wall Tube and Metal Products. Shown below is the "Umbrella Group", which offers seating for four under a huge overhead covering. The seats are constructed of PVC strapping and the frames are a composite of vinyl particles fused to the metal surface. The resulting "Vinyclad" finish is a satin smooth seamless coating, more fade resistant than paint. The furniture is virtually weather-proof. The units are available in seven distinctive collections and a rainbow of color combinations.



Circle No. 709 on Reader Service Card

DESIGNED TO store from 20 to 80 tires, the new adjustable storage racks from Lyon Metal Products can save space and cut down on maintenance shop clutter. The units are also adaptable as wire racks. All racks may be joined together with common uprights and are finished in durable baked-on enamel.

Circle No. 710 on Reader Service Card

EXCLUSIVELY for the woman golfer, the new Tigress line of clubs by Lynx are totally modern in concept and design. Tigress highlights a smaller head in both irons and woods and a lower center of gravity to help the golfer get the ball in the air easier. The woods feature a deep blue, laminate maple with a mother-of-pearl epoxy insert.

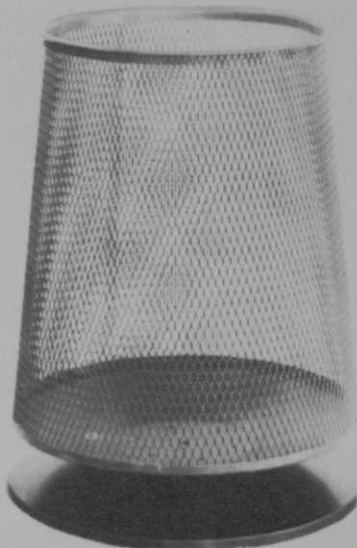
Circle No. 711 on Reader Service Card

SIX COMPLETE stations make the Multi-Port Hair Drying unit a versatile piece of the locker room. With a temperature range of between 150-175 degrees, the Multi-Port gives quick service to its customers. The system is easy to install on all ex-

isting wall surfaces. A built-in deodorizer is included to keep the air in the area clean and sanitized. A 22-inch, steel, reinforced flexible hose is attached to each drying station permitting easy access to the hair.

Circle No. 712 on Reader Service Card

MADE OF heavy-gauge steel mesh and able to hold four cubic feet of garbage or litter, the "Big Daddy Caddy" is the latest in course products from Standard Golf. Fused with a durable, plastic coating, the container resists chipping, peeling and corrosion.



Circle No. 713 on Reader Service Card

PLATFORM TENNIS is becoming one of the most up-and-coming sports in the country. The all-weather activity is one of the reasons that many country clubs are adding platform courts to the facilities. Precision Courts offers strong, handsome units constructed of wood, aluminum or both. Decks of aluminum plank, Douglas Fir or trouble free "Super-Fir" are available and are finished with the "Grip-Cote" surfacing system.



Circle No. 714 on Reader Service Card

FEATURING a subtly contoured, classic blade, Power Track irons are clubs that accentuate the clean lines seen in most every bag today. Making the club more effective, the back of the head highlights a semi-cavity design which distributes weight around the perimeter. Slight-arched tracks back up the entire hitting surface. The weight centers become the most frequent spots of contact with probably the lowest center of gravity of any club made.



Circle No. 715 on Reader Service Card

TAKING UP the space of a filing cabinet, the Suttonshiner IV is the latest in shoe care equipment for the locker room. The system has two eight-inch yarn brushes plus attachments to remove mud from cleats and to clean dirt from the welt of the shoe.



Circle No. 716 on Reader Service Card

UTILIZING a strong, fiberglass construction, the Weatherguard shelter is now being introduced into the golf course market by HBA. The unit offers a multitude of uses for complete or partial protection of people or equipment from wind, sun, rain or snow. Weatherguard can serve as a convenient fixture in the parking lot, at the swimming pool or on the course. Three models are available, all with a plexiglass porthole to admit light.

Circle No. 717 on Reader Service Card

# NEWS OF THE INDUSTRY

## Course Budgets Lag Far Behind Inflation

The superintendent making a salary of \$13,877 in 1968 would have to be earning \$30,536 in 1975 to keep up with inflation and merit raises. A course budget of \$89,067 in 1968 would have to be \$207,629 today under the same circumstances, according to a recent survey completed by Robert E. Siebert of Naperville Country Club in Illinois.

"We generally reminisce about the 'good old days' when a dollar was said to be worth a dollar, when quality labor was abundant, when materials were relatively low-priced, and when the golf course superintendent's standard of living was increasing," Siebert wrote recently in the newsletter of the Midwest Association of Golf Course Superintendents. "Today the dollar is barely worth 30 cents, quality labor is diminishing, and materials are being priced out of the market."

Using as a base a survey of Chicago-area courses, Siebert came up with the following figures to

show the toll inflation has taken on golf course budgets. An average superintendent's salary of \$13,877 in 1968 would have to be \$21,703 today just to keep up with inflation with no merit raises. Other figures included: labor, \$51,000 in 1968, \$85,374 today; chemicals, \$3,517, \$5,887; fertilizer, \$3,600, \$6,026; equipment repairs, \$3,500, \$5,859; new equipment, \$7,700, \$12,890; and as a total for the course, \$89,067, \$147,569.

The next figures Siebert computed describe the superintendent that strives toward a five percent increase in both his standard of living and his operating budget. With these increases as added to inflation, chemicals today would cost \$8,283; fertilizer, \$8,479; equipment repairs, \$8,244; and new equipment, \$18,136.

Based on a survey of 28 Chicago-area superintendents, Siebert's figures show a present average salary of \$18,800.

## Next Year's CMAA Conference To Be Held in Washington

Plans are already underway for next year's Club Managers Association of America Conference to be held Feb. 11-14 at the Washington Hilton Hotel in Washington, D.C. It is expected the lure of the nation's capital in the bicentennial year could push conference registration past 2,000.

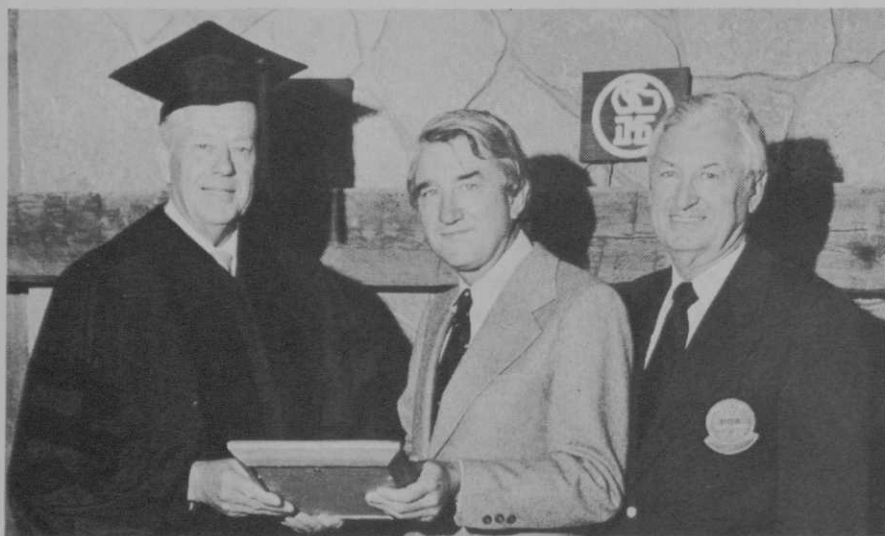
Executives of the CMAA said the organization's New Orleans conference in 1974 drew a record 1,561. If plans of the host National Capitol Chapter for an extensive children's program become a reality, that mark will probably be shattered. The annual conference registration figure includes spouses, children and representatives of allied associations and business.

General chairman of the event is Paul Burley, of the University Club of Washington. Other committee members are Norman Larsen, Georgetown Club, Washington, vice-chairman for hospitality; Donald Brimmer, Woodmont Country Club, Rockville, Md., vice-chairman for administration; Charles Smith, Chevy Chase Club, Maryland, vice-chairman for education.

## Appraisalment of Golf Cars Is Withheld by Government

The Treasury Department is withholding appraisalment (setting trade value) of some electric golf cars imported from Poland pending an investigation of cars being sold in the U.S. at less than fair value. The cars have been imported by Melex U.S.A., Inc.

David Bender, a U.S. Customs Service official, told GOLFDOM his department will decide by June 14 if American manufacturers of golf cars have been injured by these imports. If it is decided American manufacturers have been injured, the International Trade Commission will conduct a three-month investigation scanning the U.S. market for golf cars. If the ITC decides the golf cars are being sold at less than fair value, a duty will be charged on all Melex golf cars brought into the country since March 14, the date of the withholding action. The ITC decision would come on or before Sept. 14.



PGA President Henry Poe (left) accepts an honorary degree in golf management from Dr. Robert Ewigleben, president of Ferris State College, Big Rapids, Mich. The ceremony took place to commemorate the joint announcement of the first PGA-certified, four-year degree in golf management and business administration to be introduced at the college this fall. PGA Executive Director Mark Cox was also on hand.



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

### Low Sales; Double Eagle Drops Out of Pro Market

Insisting that there was not sufficient sales volume to continue a substantial effort in the pro shop market, officials of Ajay Enterprises have announced the de-emphasis of its Double Eagle Division.

Ralph Horton, vice-president of marketing for Double Eagle, told GOLFDOM the division was not competitive in the market and there were plans to enter some of the division's products into retail distribution.

Merchandising, advertising and other related functions of Double Eagle will be deemphasized, according to Horton. The decision was made by the Delavan, Wis., firm after several months of consideration and the final decision was arrived at after the PGA Merchandise Show in Orlando, Fla. Double Eagle manufactures a pro line club along with bags and other accessories.

### Business, Fun Do Not Mix This PGA Section Decides

In a January interview with GOLFDOM, PGA President Henry C. Poe said the PGA intends to conduct its organization in more and more of a business-like manner, and it would seem that the Metropolitan Section of the PGA has taken that attitude to heart.

In the vein of "business and pleasure do not mix" the section decided to forego playing golf with its spring meeting held recently at Tam O'Shanter Country Club in Brookville, Long Island. After the success of its fall meeting without golf last year and with increased attendance due in part to its recertification program (points are awarded for attendance) the section decided the business meetings should be held strictly for business.

### 3M Announces "Carbonite" Reshafting Center Network

A nationwide network of more than

## Agreement Reached on New PGA Home

The Professional Golfers' Association of America and Voight Development Corp. of Palm Beach, Fla. have reached an agreement in principle on a plan to provide a permanent national headquarters facility for the PGA within a real estate development to be formulated by Voight.

Joint announcement of this proposed project was made by Henry C. Poe, president of the PGA, and Floyd J. Voight, president of Voight Development Corp.

Guidelines for the new PGA facility — which includes multi golf courses, a headquarters structure and, ultimately, a PGA Library/Museum and Hall of Fame, as part of a new PGA University Campus concept — covers conditions that must be accomplished in making the entity a reality.

Poe told GOLFDOM it is hoped that two courses, headquarters and facilities to house the Merchandise Show could be completed by early 1978. Value of the completed project is estimated at \$100 million.

The specific location of this broad golf development is being planned in the southern part of Martin County, next to Jonathan Dickinson State Park which is composed of 15,000 acres. However, several other locations are available in the event some unforeseen zoning restriction limits the overall development. This is near Palm Beach.

Both parties expressed their pleasure with the arrangement. Voight said: "Our associates in this venture are complimented to have the PGA select us to pursue this broadly conceived golf development. It gives our principles a close association with the outstanding organization in golf, and offers us the opportunity to create a project unparalleled in the world of sports or developmental real estate."

Poe said: "The PGA is delighted with the future this association presents, and we feel this should become one of the outstanding golf

centers in existence. It can furnish our 7500 members the various elements that we have been seeking."

Poe said the only thing delaying the construction of the complex from beginning at present is zoning. He foresees no special problems, and Voight has already been in touch with zoning officials in that area. He said the complex will be built in stages with the PGA eventually having three courses and Voight one. The community in question now would have to be named, and Poe said it is hoped the name can be tied into the theme of golf. He also said streets and other landmarks in the complex and surrounding areas would probably have a golf flavor.

Poe said the PGA will own all parts of the complex they will utilize. Poe did not elaborate on how the project would be financed, but said there would be no special fund-raising projects.

Poe said the residential section of the complex will be of a very low-density nature, including cluster-type homes, condominiums, a ranch facility with riding trails, etc. He said the entire area will be based on recreation and leisure-time activities.

Poe said the entire complex when completed would be composed of about 4,000 acres. He said negotiations have been going on for a relatively short period of time. He said it was common knowledge the PGA was looking for a home in the area; Voight had the property available, and a mutual friend brought the two together.

"We are very happy with the location because of climate, and its gently rolling terrain will be right for the recreational complex we are planning," Poe said. "We know what we want 25 years from now, and we will be working towards a university campus complex. We know that all we want is far down the road, but we have a plan and we will be working to fulfill it."

---

60 reshafting centers to aid golfers switch from steel to "Carbonite" graphite-shafted clubs has been set up by 3M Co., St. Paul, Minn.

3M said pro or amateur golfers can take their steel-shafted clubs to a local center and have the heads re-

fitted with pure graphite shafts. Each authorized center carries shafts in six standard flexes. For a list of authorized Carbonite reshafting centers, write to Carbonite, 3M Co., P.O. Box 33600, St. Paul, Minn. 55133.

## Walters Elected President Of Iowa Superintendents

Gerald Walters, superintendent at Fort Dodge Country Club, Fort Dodge, Iowa, has been elected president of the Iowa Golf Course Superintendents Association.

Other officers elected recently at the IGCSA Turf Conference held in Sioux City were: Richard Louvar, Northbrook Golf Club, Cedar Rapids, vice president; Richard Wynn, Pine Knolls Country Club, Knoxville, secretary-treasurer; and directors, Mike Katres, Green Valley Golf Club, Sioux City; Steve Tyler, Pheasant Ridge Golf Club, Cedar Falls; Henry Zimmerman, Harlan Country Club; Ted Thorn, Elks Country Club, Iowa City; Reggie Grimes, Urbandale Country Club; and Robert Burns, Beaver Hills Country Club, Cedar Falls.

## Equipment Executives Meet; New Officers Are Elected

William Sovey of AMF/Hogan was elected president of the National Association of Golf Club Manufacturers at its meeting last month in Puerto Rico. Jim Shea of Faultless was elected vice president and Karsten Solheim of Karsten Manufacturing was elected secretary-treasurer.

Dean Cassell of Acushnet was reelected president of the Golf Ball Manufacturers Association. Jim Hansberger of Ram was elected vice president and Jim Hogg of Plymouth/Shakespeare was chosen secretary-treasurer.

Paul McDonald of Dunlop was reelected president of the National Golf Foundation. Jim Butz of PGA/Victor was chosen first vice president; Bill Blanks of MacGregor was chosen second vice president; Hansberger was chosen treasurer; and Art Goettler is secretary.

Don Rossi, executive director of the Foundation was named to the NGF board of directors, the first time this has ever happened. Other directors are Sovey; Vaughan Border of Cushman-Ryan; Cassell; Shea; Fred Kahn of Wilson; Bill

Kaiser of Hillerich & Bradsby; Bill Meuguth of Royal; Richard Geisler of Spalding; and Joe Graffis, one of the founders of the Foundation and of GOLFDOM.

## New Nematocide, Fungicide Introduced by ProTurf Div.

ProTurf Division of O. M. Scott & Sons has announced two new granular control products — ProTurf Nematocide and ProTurf 101V Broad Spectrum Fungicide.

The nematocide is registered for professional use on turf to control 11 parasitic nematodes, including ring, root knot and stubby root. Designed especially for the southern United States, the product can be used on bahia, bermuda, zoysia and other southern grasses. The fungicide is a new contact formulated to combat a variety of fungus diseases.

## 90,000 Will See 875 Booths At National Restaurant Show

The 56th Annual National Restaurant Association Restaurant, Hotel-Motel Show, the nation's largest showcase and learning center for the \$63-billion foodservice industry, will exhibit products and services from over 875 manufacturers, associations and trade groups. The show will be May 18-21 in Chicago's McCormick Place.

Over 285,000 square feet of floor space will be covered by exhibits ranging from convenience entrees to specialty desserts, from dishwashing machines to tableware to uniforms. Over 90,000 industry persons are expected to attend the show.

Speakers at the show will include Dr. C. Jackson Grayson, former Price Commission chairman and dean of the SMU Business School, Dallas; Paul J. Lyons, president of a private consulting firm — EEO Services, Inc. — which helps companies and institutions comply with Federal equal employment laws; Dr. Marina Von Neumann Whitman, twice a member of the Council of Economic Advisors in the Nixon Administration and now a professor of economics at the University of Pittsburgh; and Dr. Ron Paarlberg, director of agricultural

economics for the U.S. Department of Agriculture.

One of the show's most popular attractions — the "problem clinic" — will be repeated at this year's show, Ralph M. Wood, Jr., convention chairman, told GOLFDOM. He said the key to the clinic is that it permits convention participants to have one-to-one contact with design consultants. Two new panels have been added to last year's offerings. The first will concentrate on the key aspects of table-top design; the second will focus on the important considerations in designing different menus. The repeated programs are: two question-and-answer sessions to cover the aesthetics of design and decor; two others will concentrate on the functional aspects of design and food-service operations.

The show will also feature well-known personalities on a panel geared to address key issues. John Lindsay, former New York mayor, is positioned to speak for the "reform" viewpoint at the session to be held 2 p.m. May 18.

John V. Tunney, Democratic senator from California, is the liberal spokesman on the panel. The conservative viewpoint will be presented by Carl Curtis, Republican senator from Nebraska who is the ranking minority member of the U.S. Senate Committee of Finance. The panel will be moderated by Lesley Stahl, CBS television reporter.

## Packard Elected President Of Architects Foundation

E. Lawrence Packard of LaGrange, Ill., has been elected president of the American Society of Golf Course Architects Foundation. Robert Trent Jones, Montclair, N.J., was elected vice-president; William G. Robinson, Amherst, Mass., was elected secretary; and Dr. Marvin H. Ferguson, Bryan, Texas, was elected research director.

Packard explained the ASGCA Foundation has been established as a non-profit, tax-exempt organization "to engage in original research and to gather and disseminate information and data of particular interest to practicing golf course architects and others interested in golf. It will endeavor to



stimulate interest in the game of golf and to promote the general health, welfare and safety of the public,



Packard

both of players and non-players, through the designing of better golf courses."

He added the directors of the Foundation believe first priority should be given "to the potentially great value of using effluent water for the irrigation of golf courses." The ASGCA Foundation also hopes to conduct research to determine proper spacial relationships with regard to golf holes and residential areas. Tax-deductible donations to the ASGCA Foundation may be sent to the Society at 221 N. LaSalle St., Chicago, Ill. 60601. The following categories have been established: charter member, \$50; sustaining member, \$100 a year for five years; grand member, \$1,000 a year for five years; patron, \$10,000 during the next five years.

### **New Regional Sales Office Opened by Diamond Shamrock**

A fifth regional sales office has been established by the Agricultural Chemicals Division of Diamond Shamrock Chemical Co., Cleveland. Located in Houston, the office will serve the company's customers in the Southwest.

The new office will handle all sales and service requests for those customers located in New Mexico, Texas, Oklahoma, Louisiana, Mississippi, Arkansas and western Tennessee. Those located in other areas of the South will continue to

be serviced by Diamond's Atlanta office. Appointed regional manager of the office is R. Wayne Carruth. The office is located at 1006 Main St., Houston, 77002. Phone is 713-224-5351.

### **Orlando Not at the Top Of This Pro's List**

If the PGA was polling its individual members on whether or not to return its winter activities program to Disney World and Orlando next year, at least one New Jersey pro would be against it.

Writes Joe Sallette, pro at Lake Mohawk Golf Club in Spartan, N.J.: "In reference to your short article, 'PGA '75' in the February issue of GOLFDOM. You state the pro had to work a little harder to find what he wanted.

"You also indicate that the PGA will take all the wonderfulness of Disney World and might return there next year. Sir, you might take a poll among the pros to see how 'pleasant' it was to shop there and also the pros desire to 'work a little harder' to place simple, normal orders. As for being indoors, that was super, but there are more pleasant places than Disney World to spend four to six weeks. Two days of Disney World is sufficient for any family with children.

"At least in Palm Beach Gardens, also in Florida, the children and wives could go to the beach, while the pros played tournaments or took in the show. Speaking for myself, I wouldn't return to the confusion of trying to place orders. I will see my salesman in the fall and place orders for spring. As for returning to the pleasant weather of Orlando, south Florida is warmer and sunnier during January and February. To return to Disney World would be boring, even for children. If you've been there once, you've had it.

"I know that the PGA is stuck without a home and has to coordinate golf courses and show areas to make it convenient for the pro. I am most grateful that Orlando and Disney World gave us the opportunity to visit, but it's not the place I would want to spend four or five weeks. The obvious solution is for the PGA to get going and stop procrastinating about buying land

and building a facility to stop our gypsy-wandering."

### **New Beef-Grading Standards Blocked by Federal Judge**

A Federal appeals court panel last month ruled the Agriculture Department will have to wait at least until June 1 before it implements its new beef-grading standards. A preliminary injunction on the standards will remain in effect until trial is held in a case involving the Independent Meat Packers Association of Omaha.

Judge Donald P. Lay of Omaha, who headed the panel, said there is a serious question as to whether the Agriculture Department filed the proper economic impact statement on the new guidelines as required. The judge said it also has been shown that the packers and consumers in general could suffer irreparable harm unless the guidelines receive further study.

Some consumer groups claim the new grading standards, which lower the amount of marbling in meat required for a grade of "choice," will mean higher market costs for meat that is lower in quality.

### **Toro News: Fleet Enlarged, Warranty Extended, Training Center Opened, Literature**

In a recent flurry of announcements, Toro Co., Minneapolis, Minn., extended its warranty for turf products to one year, enlarged its mobile service fleet for turf products, opened a service training center to golf course maintenance personnel and introduced new literature.

James R. Maloney, service manager for Toro's turf products group, said the extended warranty on all of Toro's institutional turf products is the longest and most comprehensive coverage in the industry. He said the new policy covers the costs of both parts and labor for the repair or replacement of defective materials, including engines, transmissions and other components not manufactured by Toro. The coverage is extended from 90 days.

Toro's mobile service program for turf products — vans fitted with spare parts and diagnostic and

repair equipment and staffed by specially trained technicians — will be extended this year to reach more than 35 percent of all Toro turf products in use in the United States. Maloney said these units will be operated by Toro distributors in Florida, Wisconsin, Connecticut, Massachusetts, Rhode Island and Louisiana.

Golf course personnel are eligible to enroll as students in the new turf products service training center that Toro has established near Minneapolis. Maloney said the classes, which began in January, will graduate more than 200 before the initial series ends next month. An expanded schedule of classes is set to begin in the fall. The basic course of 4½ days covers theory of reel mowing, turf equipment applications, turf equipment operation, reel and rotary mower sharpening, turf products adjustments, troubleshooting and repair, and basic hydraulic systems maintenance.

For each machine manufactured by Toro for golf course use, it has produced a separate leaflet or folder that uses color, graphic illustration and a straight-forward, easy-to-read format to describe the equipment. Each piece of product literature consists of two basic parts — the first lists features and benefits, the second part gives complete specifications, including accessories.

## Underwood Is New President Of Golf Course Builders; Builder Directory Available

The Golf Course Builders of America recently reelected its president and chose a West Coast contractor to be its president in 1976.

Frank A. Underwood, Bowie, Texas, was reelected to a second term as president of the contractors' association. He heads Underwood Golf Course Construction Co. He was first elected president of GCBA in 1974 and will remain in the post until the association's sixth annual meeting in Minneapolis next February. Nick A. Siemens, Fresno, Calif., was named president-elect

and will become president next year. He is president of Siemens' Contracting, Inc. In the past 10 years he has built more than 50 golf courses in the West from Arizona to Washington.

Other officers elected at GCBA's New Orleans February meeting were: Edward A. Hunnicutt, Spokane, Wash., vice-president; Eugene W. Witter, Findlay, Ohio, secretary; and Eugene M. Brown, Greenville, N.C., treasurer. Witter is a sales executive with Hancor, Inc., and Brown is president of Hendrix and Dail, a golf course fumigation firm. Hunnicutt is president of Krause Landscaping, Inc., golf course builders in the Pacific Northwest.

In related news, the Association has announced that a new, 42-page directory of the leading builders of the country's golf courses is now available free. The 1975 directory contains listings and biographies of the association's members, both builders and suppliers, along with a selected number of advertisements. Contractor pictures and biographies identify the members and list their recent golf course construction jobs; this gives architects, land developers, recreation groups and government recreation officials an opportunity to check the work of the members.

The Association, located at 725 15th St., N.W., Washington, D.C. 20005, will send the pocket-size directory upon request.

## Wisconsin CMAA Chapter Begins Scholarship Fund

Members of the Wisconsin Badger Chapter of the Club Managers Association of America recently voted to establish a scholarship fund at the University of Wisconsin-Stout in Menomonie, Wis.

The scholarship will be for a senior majoring in food service management with a specific interest in club management. The scholarship will be presented annually by the chapter and will cover a student's tuition and fees for the entire year. A selection committee from the chapter and the Food Service Management School will select a student to be awarded this scholarship.

The Food Service Management School at the University of

Wisconsin-Stout is a full-curriculum, four-year accredited program resulting in a Bachelors Degree in Business Administration. The program is administered by Tim Ross, a former club manager and now director of the school. Education chairman of the chapter is L. Van Carey, manager of Kenosha Country Club in Wisconsin. Scholarship chairman is Bill Farrar of Maple Bluff Country Club, Madison, Wis.

## Aerial Chemical Application On Courses in Near Future?

Aerial application of chemicals to golf courses will become more and more widely used in the future, according to Dr. Al Turgeon, extension specialist at the University of Illinois.

"This method offers several advantages to the superintendent," Dr. Turgeon recently said. "It doesn't tie up his own personnel in the application operation, leaving them free for other work, and does not require that the superintendent have application machinery on hand — reducing one area of overhead."

He said one of the biggest advantages is the fact that in the spring, when weeds or diseases are already getting started, it may be impossible to get onto the course because of extremely soggy ground.

"When the need is greatest, you can't get to the problem areas without unreasonable damage to the surrounding turf," Dr. Turgeon said. "Aerial application would eliminate this handicap. Chemicals could be applied where needed, when the need arose." □

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