



Padgett

### Georgia's Callaway Gardens Names Padgett Golf Director

Don Padgett, national secretary of the Professional Golfer's Association of America, has been named director of golf at Callaway Gardens Golf Resort, Georgia.

"I am delighted and excited with the appointment," Padgett said. "The people at Callaway are an enlightened group. They recognize that today's golf professionals are a key part of the organizational marketing team involved in the planning, promotion and public relations of the establishment . . . as well as operating the golf facilities."

Stayton Addison, vice president of operations at Callaway, said, "We are terribly enthusiastic about having a man of Don's caliber join our staff. We know he has much to offer us and we all look forward to working with him."

Padgett said the courses are now being groomed for the Eighth Annual PGA Club Professional Championship Nov. 13-16. "The 366 club pros who tee it up for the \$110,000 purse will enjoy the finest golf in the South," he said.

Padgett and his wife Joan moved to Callaway late last month, leaving the Green Hills Golf and Country Club, Selma, Ind. after 24 years.

### Packard Designed Innisbrook

A news item in the September/October issue of GOLFDOM incorrectly identified the architect at Innisbrook golf resort in Florida as Brent Wadsworth. Packard, Inc.,

LaGrange, Ill., designed the courses, Wadsworth was the contractor.

### Cleveland-Area Tournament Benefits Musser Foundation

The second stroke play invitational tournament for the benefit of the Musser International Turfgrass Foundation was held recently at Canterbury Golf Club, Cleveland. Over \$1,859 was the proceeds to the foundation.

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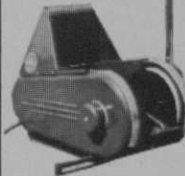
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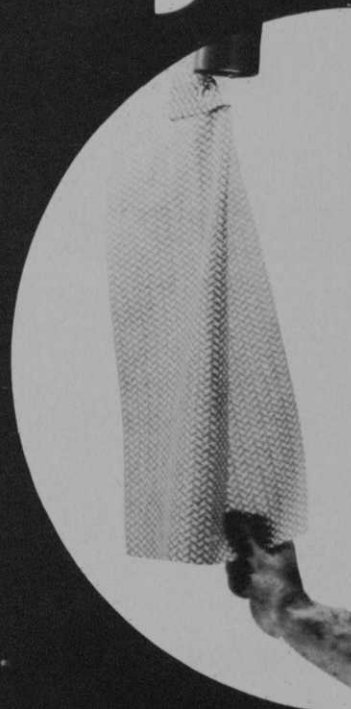
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# NEWS OF THE INDUSTRY continued

## Small Club Groups Again Invite Golf Job Hunters

Don Rossi, National Golf Foundation executive director, forecasts a revival of an employment situation that brought fine young men into successful careers in golf.

Rossi recently reviewed with the Foundation's field staff findings of the investigations of delinquencies on Farmers Home Administration endorsed loans to country clubs in rural areas. The Foundation staff discovered lack of management accounted for failure of the small town clubs to supply the community need of a country club.

"A competent and ambitious young man could make two or three of neighboring small town country clubs successful operations and make himself an excellent income and happy job by operating several country clubs in an area. The work

has been done before and I believe there may be as many as 80 opportunities for similar successes," Rossi said.

GOLFDOM not long ago told of the late Horton Smith starting his golf career by being pro, superintendent and manager of golf clubs at Joplin and Sedalia, Mo. He divided the working week between those clubs and got farmers at both places as his course foreman. He still had plenty of time to work on his own game. Joe Novak, who like Smith served as president of the Professional Golfers' Association, also split his working week between clubs in Idaho. Eddie McElligot, still a hale and hearty competitor in the 80-and-older group of the PGA seniors, kept small clubs in Minnesota and the Dakotas active and useful by a few days a week at each club.

These fellows and others made good jobs for themselves and showed clubs how to survive and please members.

Rossi said that the education

provided by the PGA, Golf Course Superintendents Association of America, turf schools and the Club Managers Association of America certainly can qualify young men who like golf work to efficiently handle the split-week jobs and probably prepare them for making very profitable careers in golf club ownership.

## Course Builders Association Schedules Business Meeting

Coast-to-coast business meetings for next year have been scheduled by the Golf Course Builders of America.

The Washington-based association for golf course contractors will hold its sixth annual meeting during the Golf Course Superintendents Association of America meeting Feb. 8-13 in Minneapolis.

The association will meet in Fresno, Calif. June 25; then board a bus for a drive to Avila Beach, Monterey and conclude its sessions in San Francisco. The autumn meeting will be in Washington, D.C.

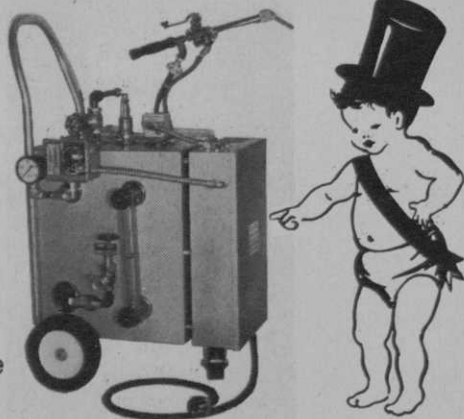
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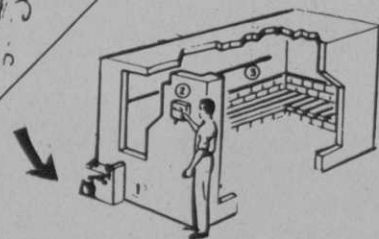
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## NEWS OF THE INDUSTRY

continued

### Back-to-Basics Classic Look Returns to Female Fashions

Pro shop managers will take note the classic look of quality has returned to female fashions.

"These days, there is more feeling for quality," says Neal Fox, general manager of Bergdorf Goodman in New York. Renee Helga Howie, president of an exclusive retail shop in San Francisco, agrees that the class look is back. "When the economy is bad, women want good clothes; they want something that lasts."

It is not just the economy that is affecting fashion, however. "People get tired of the more shocking stuff — we went through a period of pretty wild or less expensive fashions — and they are trying to get back to the more conservative stuff," says James Nordstrom, executive vice president of Nordstrom, Inc., Seat-

tle, as reported in the Wall Street Journal. A spokeswoman for I. Maginn, a San Francisco department store, says women seem to have "calmed down" about having to be trendy and are more concerned about clothing quality and durability.

Women appear to be willing to pay more for clothes that will not fade quickly from style. Says one executive, "People are willing to spend more money because of the quality."

### Glade Cultivar of Bluegrass New Rutgers Turf Release

The Glade cultivar of Kentucky bluegrass is a new turf release from Rutgers University, according to agronomist Doyle Jacklin.

Jacklin said Glade spent 10 years in Rutgers' proving grounds after a discovery in an Albany, New York lawn by Dr. Reed Funk. It has been consistently acclaimed for rich color, low growth, and better tolerance to diseases apt to be troublesome in shade.

The Vaughan-Jacklin Seed Co., Spokane, Wash., has further verified the reliability of Glade through widespread test plantings in all parts of the country, Jacklin said.

### GCSAA Citations Awarded To Jackman, Miller, Henry

Three members of the Golf Course Superintendents Association of America have received "Citation of Performance" awards from the national organization.

Receiving awards were Jack Henry, host golf superintendent for the U.S. Amateur Championship held this year at the Country Club of Virginia, Richmond; John Jackman, host superintendent for the U.S. Open held at Medinah Country Club, Illinois; and Peter Miller, host superintendent for the PGA Championship at Firestone Country Club, Akron, Ohio.

Henry joined the club's staff only one week before the club was announced as the site and began immediately to prepare the course.

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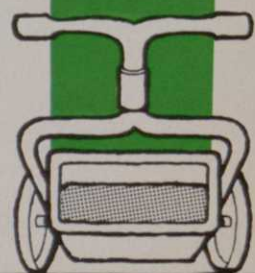
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the fourth green, the 18th tee and adding a bunker to the 16th fairway. He also supervised the placement of new sand in all the course's traps. All these operations were completed while still maintaining normal play on the club's 45-hole complex.

Jackman was given overall responsibility for Medinah's 54 holes of golf and grounds in 1968 when he was named superintendent of the club. Previously, he was assistant superintendent in charge of the championship No. 3 course where this year's Open and the 1966 Western Open were played. In preparing for the Open, the course underwent several modifications under Jackman's direction, including cutting the top off a hill on the fifth hole to provide a view of the landing area and planting about 50 trees along either side of the fifth fairway to add lateral contouring and interest.

Miller, superintendent at Firestone since 1968, was presented the award by Palmer Maples, Jr., president of the GCSAA. Maples said, "Pete Miller has done an outstanding job here at Firestone keeping this course in year-round tournament condition for the many events held here each year." Maples, superintendent at the Standard Club, Atlanta, also made the other presentations.

### Club Alteration Is Key To Proper Fit, Exec Says

Mass production of golf clubs has made it virtually impossible to make a club that fits each and every golfer. Club pros are selling five different flexes, numerous swing weights and several lengths.

Jack Pruitt, president of All Star Golf Leasing Co., told GOLF-DOM custom work by loft and lie equipment will improve play. "Casting provides more consistency in irons than every before, but some problems still arise," Pruitt said.

In the past few years since casting took over most of the production from forging methods, consistency in clubs has improved, but to insure individual fit, individual attention to each club and its owner is beneficial. Pros who seek additional information on the subject can call 617-265-9881.

### Club Managers Association Offers Management Tapes

Club Managers Association of America has made available to club managers three cassette tapes focusing on success as an individual or success in management. The tapes include:

"How To Develop Your Dynamic Power," by Dr. Norman Vincent Peale.

"Tough-Minded Management,"

by Joe Batten. The CMAA says, "When you know men and how to handle them, you have solved the major problem of running a successful business."

"Applied Imagination," by Alex Osborn. The CMAA says, "Dr. Osborne reveals how to discover the power of creative imagination and harness it in winning greater happiness and greater accomplishment and success."

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## Japan Bowling Collapse Parallels Golf Market Bust

Much like the rise and fall of the Japanese golf market, recent developments in that country have spelled the collapse of the bowling boom.

Three years ago, AMF-C. Itoh Bowling Co., a joint venture of the U.S. equipment maker and a Japanese trading company, was riding the crest of the Japanese bowling boom with sales of \$258 million generating profits of \$15.4 million. The partnership has been dissolved. AMF, Inc. has bought out C. Itoh's interest because sales are down to \$3 million and the venture is losing money.

Many Japanese have just tired of bowling. But while enthusiasm was high AMF, at least, managed to make a very good thing out of the boom. Its partner, C. Itoh, wanted

to plow back profits in order to diversify into other leisure fields, most notably golf course construction. But AMF preferred to hang on to the cash the joint venture was throwing off rather than risk it on diversification. Also, AMF preferred to have Japanese distributors sell its lines of Ben Hogan golf clubs rather than consent to a profit split with C. Itoh, *Business Week* reported.

## Club Food and Drink Sales \$602 Million, Report Says

Food and drink sales for the club industry were over \$602 million in 1973, according to a recently released report by the National Restaurant Association.

## Congress May Hold Hearing On \$3 Minimum Wage

A move to boost the federal minimum wage, currently at \$2.10 an hour, is heating up in Congress.

Rep. John Dent's Labor subcommittee is considering holding

hearings this fall on a proposed \$3 minimum wage sought by the AFL-CIO.

But a concerted congressional effort to pass such a measure is not likely until spring.

## Reshaping of Florida PGA Not All Smooth for President

Golf pros have a lot of work to do putting their house in order. They should provide so much service that their presence at a club would be a necessity rather than a luxury, according to Chuck Brasington, pro at Gainesville Country Club, Florida, and president of the Florida PGA Section.

Brasington has been in office one year, and has another to go on his term. The section is involved in an ambitious program to reshape itself for the mushrooming growth of Florida golf, it was reported in Florida Golfweek. On the program are:

- The appointment of an executive director, accomplished

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recently with the hiring of Roger Ganem.

- A lot of emphasis on improving section tournaments.

- Establishment of a summer golf academy.

- Providing for a Florida section office building in the new PGA complex to be built near Palm Beach.

- Improvement of the PGA training program.

"The professional in the future is going to have to offer more services," Brasington said. "He should provide handicapping service, tournament schedule and many things that some club pros do not presently do."

"It is hard to say where we will be five years from now, but I believe we should be in every area, including manufacture of equipment," he said. "We should manufacture the best possible clubs and sell them in our pro shops. Most officers are too content to do things the way they should always be done."

A Florida PGA Golf Academy is

one of Brasington's ideas that is near fruition. It is another outgrowth of his theory the PGA should be involved in every aspect of golf.

### Connection Between Thatch in Bluegrass, Worm Absence

Research shows there is a connection between thatch in bluegrass and the absence of earthworms, it was reported in the newsletter of the Midwest Association of Golf Course Superintendents.

The report said all details are not known but that excessive use of insecticide causes thatch. In all tests where thatch builds up, there is an absence of worms.

Do worms feed on the dead clippings and plant surplus to control thatch or are they merely bystanders? Researchers say they do not know. But they do know that two applications of chlordane or dieldrin a year caused thatch to appear in two years, while surrounding untreated turf remained free of thatch and seething with worms.

The researchers also tested carbaryl and diazinon, applying them

twice a year during a three-year study. These pesticides did not cause thatch and had little influence on numbers of worms in the soil.

### Turf Pest Management Book Published By Mallinckrodt

Just off the press is Mallinckrodt Inc.'s 1975 edition of the *Turf Pest Management Handbook*. Compiled by Stan Frederickson, manager of turf products and W. A. Small, research associate, the new handbook represents a comprehensive update of the handbook originally published in 1955 and last revised in 1966.

The new handbook offers many features not presented in the earlier editions. Featuring full-color illustrations, it pictures several turf diseases not shown in the previous books. In addition, attention is directed to other turf management problems, such as weeds, weedgrasses, including *Poa annua*, proper methods of spraying, control measures for various turf problems and other features.

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FOR SALE — 18 hole championship golf course with automatic irrigation system. Buildings (clubhouse, Pro Shop, two maintenance buildings and two story residence) and equipment in

new condition. Dining room and cocktail lounge overlook course with seating 180. Banquet room — 80. 142 acres with 40351 frontage on U.S. Highway in Chicago Area. \$2,000,000. Terms available. Call Leon McNair 312 554-1100.

SALE OR LEASE, 9 hole, par 3 golf course located in Milwaukee, Wisconsin metropolitan area. 12 acres, underground watered greens. Two water holes. Good equipment. Snack bar with beer and liquor license. Lannon stone home. 29% down, owner will finance balance. Ross-Haven Realty, Inc., P.O. Box 58, Hales Corners, Wisc. 414 425-1895.

FORGED HEADS chrome finished—several stock models. Custom available for production runs only. Box 172, Forestville, Conn. 06010.

#### REAL ESTATE

WILL LEASE OR BUY golf course in

Central Wisconsin. P.O. Box 558, Park Ridge, Illinois 60068.

FOR SALE: golf course, Delaware Water Gap, Pa., Pocono Mts. 70 miles from New York City and Philadelphia. 18 hole 6500 yard championship course with machinery and equipment, large clubhouse, 3 dining rooms, 3 bars, 28 guest rooms with bath, fully furnished and equipped; swimming pool, tennis court. \$300,000 cash required. Owner will finance. Fairway Realty Corp., Box 188, Delaware Water Gap, Pa. 18327.

SCENIC NINE HOLE golf course and all equipment. Located in central Maine. Large clubhouse, maintenance room and cart storage, snack bar, new two apartment residence. Owner will finance. Write Box 58, Golfdom, 9800 Detroit Avenue, Cleveland, Ohio 44102.

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# PEOPLE IN THE NEWS

**EJM** golf apparel manufacturer and the **Edward J. Manley Co.**, Pittston, Pa., apparel manufacturer's representative to golf shops, has announced that Larry Wise, former head pro at **Congressional Country Club**, Bethesda, Md., and more recently touring pro, has joined both organizations in a sales executive



Wise



McDonald

capacity. He will serve the mid-Atlantic region. ... Frank J. McDonald has been named **Cushman-Ryan** national sales manager under a restructuring of the OMC-Lincoln marketing group, division of Outboard Marine Corp., Lincoln, Neb. ... Bob Tuthill, former tournament supervisor with the Professional Golfers' Association of America, recently purchased an interest in the **Sabal Palm Club** in Orlando, Fla. He will serve as vice president and director of golf. ... **Stag Golf Co.**, Paramount, Calif. has announced that Steve Biltz, well-known designer of woods, has joined the Stag staff. ... Jack Webb, head pro at **Wakonda Club**, Des Moines, Iowa, has been elected to serve his third term as president of the Iowa PGA Section. ... Greg Fish is pro at **Valley Wood Country Club**, Swanton, Ohio. ... Harold R. Peters is manager at **Pleasant Valley Country Club**, Connelville, Pa. ... Serio J. Rossi is club manager at **Golden Valley Golf Club**, Minneapolis. ... Ernest E. Benschneider is club manager at **Metacomet Country Club**, East Providence, R.I. ... Walt Gardner is pro at **Olympic Hills Country**

**Club**, Minn. ... Ron Drimak is pro at **Dedham Country Club**, Mass. ... Carrol Sharp is president of Tri-Counties Chapter of the Southern California PGA Section. He is at **Rancho Maria**. ... Bill Kurp is pro at **Uniontown Country Club**, Pa. ... Red Currie is pro at **Tempe Municipal Course**, Ariz. ... Dan Smith is superintendent at **Monroe Recreation Club**, Iowa. ... Fred R. Seitz Jr. is manager at **Oakmont Country Club**, Pa. ... Jerry Ray is pro at **Chillicothe Country Club**, Mo. ... R. E. Reynolds is manager at **Skyline Country Club**, Tucson, Ariz. ... Jim Blakeley is Southern California PGA Section pro of the year. He is at **Olivas Park Golf Club**, Ventura. ... Stan Ferguson is pro at **Inverness Golf Club**, Palatine, Ill. ... Robert Hoskins is general manager at **Bermuda Dunes Country Club**, Calif. ... E. E. "Bubber" Johnson is pro at the new **Temple Hills Country Club**, Nashville, Tenn. ... Lee Roberts is manager at **Indian Springs Country Club**, Broken Arrow, Okla. ... Wendell Boken is superintendent at **Atlantic Golf and Country Club**, Atlantic, Iowa. ... Dick Demarest, pro at **Sara Bay Country Club**, Sarasota, is Florida PGA Section pro of the year. ...



Tuthill



Biltz

Stan Mosel is pro at **Skyline Country Club**, Tucson, Ariz. ... Carl Gallo has assumed the duties of pro-superintendent at **Mansfield Golf and Country Club**, Mansfield, La. He is also pro at **Willow Wind Golf and Country Club**, Monroe. ... Tom Watson is pro at **Spring Brook Country Club**, Sterling Heights, Mich.