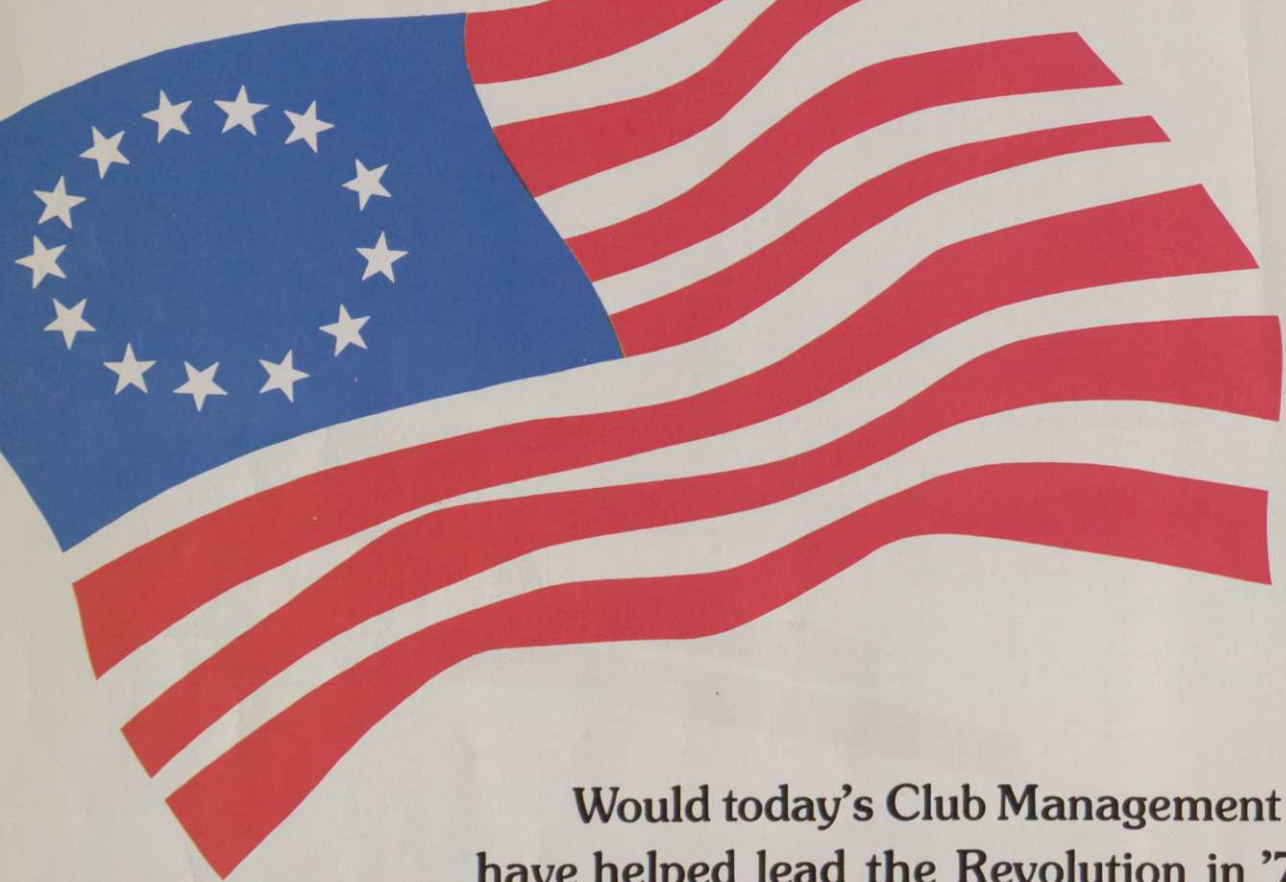


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GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

Vol. 50, No. 1, JANUARY 1976, INCORPORATING GOLF BUSINESS

ARTICLES

ON THE COVER

It is the beginning of a new year in golf business, and that means most superintendents, pros and club managers have their bags packed to attend annual meetings and shows put on by the national organizations they belong to. It is a time for meeting old friends, and to hear new ideas to help make the next season better than ever. Show time is a focus on the year ahead, the time when many decisions are made that will bear fruit later in the season. This year the PGA Merchandise Show is Jan. 25-28, again in Orlando, Fla. at Disney World; the GCSAA holds its show Feb. 8-13 in Minneapolis; and the CMAA will hold its annual conference Feb. 11-14 in Washington, D.C.

SHOW PREVIEW The beginning of the year brings the trade shows and the year of the Bicentennial is no different, as the PGA, GCSAA and CMAA hit the road for their gatherings. Orlando, Minneapolis and Washington, D.C. are the respective sites and GOLFDOM gives you an idea of some of the things to look for at the '76 shows _____ **10**

FINDING A JOB: IS THE PRO ALL ALONE? Employment for the club professional is getting a thorough lookover by the PGA these days, as the organization checks the job situation for its membership. Associate Editor Nick Romano talks to pros, owners, board chairmen and employment services for the PGA, GCSAA and CMAA, to see how the pro fares and compares _____ **12**

MOWER MAINTENANCE Maintenance of grass-cutting equipment is very important in good turf management. With proper maintenance down time can be decreased, parts and repair costs can be reduced, equipment life can be increased and most important, a continuous quality cut is provided by equipment. Babe Brinkworth has been in the mower business a long time, and shares some of his thoughts with GOLFDOM _____ **20**

HUBBY HABJAN: PORTRAIT OF A PROFESSIONAL Since he was nine-years-old, Hubby Habjan has been in golf business. Now, 44, Habjan is one of the most respected club professionals in the country. Outspoken and controversial, the PGA vice president gives his views on a range of subjects including why the "pro-only" suit might help the club professional and how the general manager concept is a bad idea _____ **24**

CHINA . . . SOME QUESTIONS ANSWERED An important part of any food service operation at the club, china and the care of it has always been a problem for the manager. GOLFDOM fields some questions on the subject and delivers some interesting answers on what to buy and how to determine how much is enough _____ **33**

PGA ANNUAL MEETING: SERIOUS WORK WAY DOWN YONDER A record 300 people attended the PGA's 59th annual meeting in New Orleans last month and it was strictly business. Section officials from around the nation worked on policy changes affecting the future of the organization. GOLFDOM was there with a picture story on the happenings _____ **36**

DAILY FEE SUCCESS STORIES The National Golf Foundation recently gathered together daily-fee course personnel at meetings in the East and West, and put on three-day programs dealing with the basics. GOLFDOM editors attended one of the workshops and report on it _____ **40**

NEWS USGA announces new associates program . . . 400 club pros to tee off for match play championship; . . . Gulf States PGA Section sets employment standards . . . superintendents must know what their golfers want . . . Acushnet to be bought . . . MacGregor's Blanks announces retirement _____ **44**

DEPARTMENTS

PUBLISHER'S MEMO _____	4	NEW PRODUCTS _____	54
SWINGING AROUND GOLF _____	6	CLASSIFIEDS _____	56
COMING EVENTS _____	18	PEOPLE IN THE NEWS _____	58
NEWS _____	44	ADVERTISERS INDEX _____	58

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PUBLISHER'S MEMO:

In February of 1976, GOLFDOM begins its 50th year of service to the business of golf. In the business of publishing a half century of survival is no mean accomplishment — no doubt at least equal to scoring one's age for 18 holes.

Herb and Joe Graffis were the founders of GOLFDOM and, like them, their offspring has been around a bit. And, also like them, we look to the future of golf business and our role in it with confidence and anticipation. This magazine will not be pulled screaming into the second half century of its life. We go with vigor.

In our anniversary year we pledge to continue the publishing philosophy which we believe will best contribute to the solid growth of golf business. Our philosophy is to use substantial editorial material which is important to our readers in their role as golf businessmen first, and separately in their duties as golf professional, club manager and course superintendent. We believe the interaction of these businessmen is crucial for the successful working structure of our industry.

Golf business and GOLFDOM have developed together through the years. In the five decades since 1927, golf has literally exploded into one of the greatest participative sports in the world, and the industry it has fostered has become one of the most progressive and important in the field of recreation.

We believe GOLFDOM magazine is the one medium which can best coalesce the varied interests in golf business. We want to involve our readers as intensely as possible in our pages. We want to help move the industry forward through the experiences and with the participation of golf businessmen. □

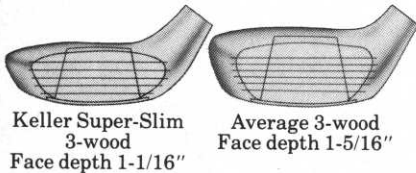


Hugh Chronister

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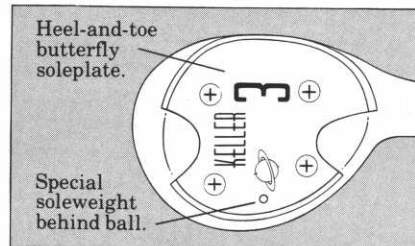
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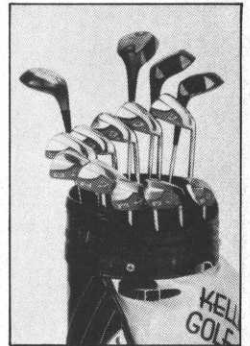
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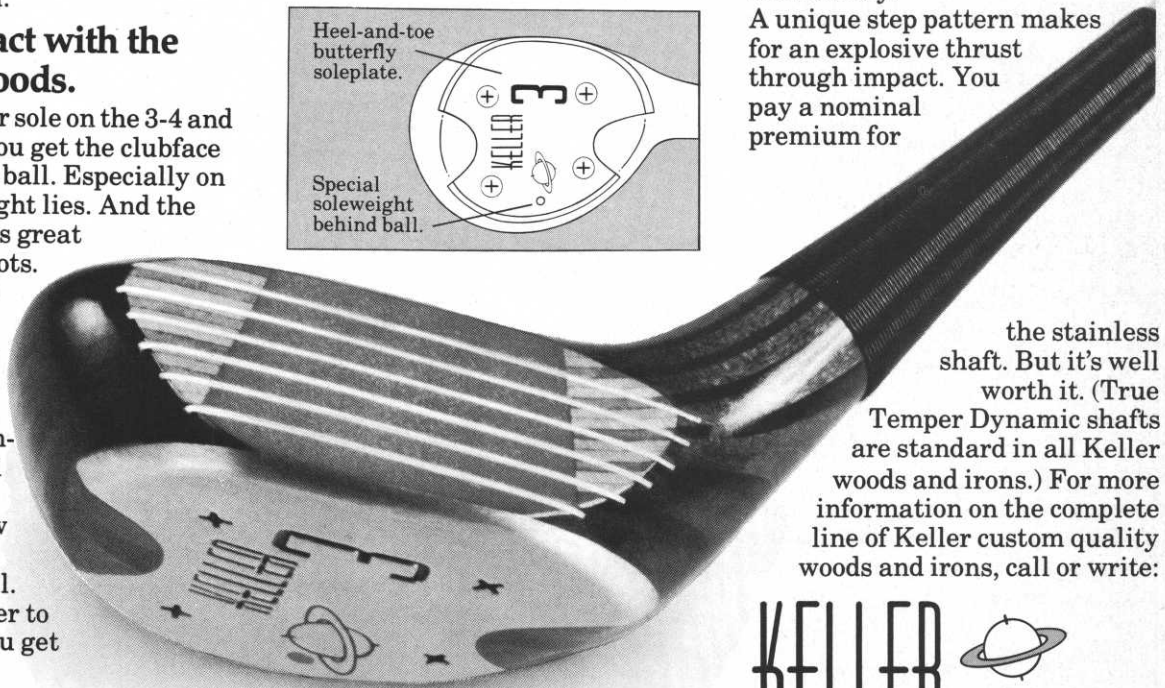
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HUGH CHRONISTER
PUBLISHER

DONALD D. MILLER
EDITORIAL DIRECTOR

HERB GRAFFIS
SENIOR EDITOR

ROBERT E. EARLEY, JR.
ASSOCIATE EDITOR

NICK ROMANO
ASSOCIATE EDITOR

OPERATIONS

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HERB GRAFFIS

SWINGING AROUND GOLF

Small cheer: Short takes to reflect on golf business in 1975, and a look at 1976. . . . What probably was one of the brightest spots was the surge in junior golf. Estimates of the number of kids involved in pro and school junior programs this year range from 300,000 to 450,000. This interest has eased, at least temporarily, the concern about what might happen with the caddie recruits diminishing as golf's market insurance. There were an estimated 400,000 golf cars operating last year, and that is about how many caddies there were in the '50s. . . . Despite a dismal record of golf course turf conditions this year, the turfgrass scientists say the good side of a bad year was that new varieties of fairway and greens being held for early introduction to the market came through adverse weather, disease and pest conditions very well and promise immunity to much of the damage suffered this year. . . . An experienced estimate based on information from pros and pro salesmen in various areas indicates pro shop sales in 1975 were about 10 percent under 1974 figures with club sales being in more of a slump than apparel sales and ball sales dropping seven percent due to weather reducing play. . . . Alexander M. Radko, director of the USGA Green Section Eastern Region and national research director summarized a miserable year for golf turf. He said it was the worst year ever for fairways. Many courses succumbed to the prolonged heat and humidity and scald, wilt, disease and almost anything else you want to name. *Pythium* was perhaps the most widespread and most costly, he said. The Green Section noted serious outbreaks of the insect *Ataenius spretulus* at courses particularly in New Jersey and Connecticut. The previous attack of the insect was in 1970, mainly on fairways in low, moist areas. Club and

fee course execs and superintendents will look in vain for any figures on the cost of the year's turf damage and the effect of general financial conditions on maintenance budgets, especially financing equipment and supply needs. The Golf Course Superintendents Association of America never has taken interest and action in this area. The old idea that each course differs so much from all others with no basis of comparing maintenance costs can apply, continues to rule. . . . Approximately one-fourth of U.S. golf courses are owned as private investments. Yet there is a tendency to view golf business as a mainly private-course operation. The USGA is going to have to be realistic about this pay-play situation and make an adjustment of its associate members. The owners of private courses and some municipal course officials report play has been up this year. Many of the unemployed have money enough to play golf as an escape and a low cost form of entertainment and exercise that will keep the unemployed man waiting to get called back on the job nutty. . . . There has been a reduction in waiting lists for membership at clubs. Initiation fees at many clubs are said to be too high for the prevailing economy although not out of line with the book value of the clubs. . . . Generally tennis has been disappointing as a source of increase in clubhouse business at private clubs. Tennis players don't sign food and drink checks enough to make money for the club. Club managers say the tennis boom has not been any boom in revenue but has been an increased expense at country clubs. . . . The golf resort and golf-home site development situations have been showing signs of needing plenty of knowledgeable shake-ups to get on a solid basis. Perhaps the tough year of 1975 will hasten the necessary corrections. □



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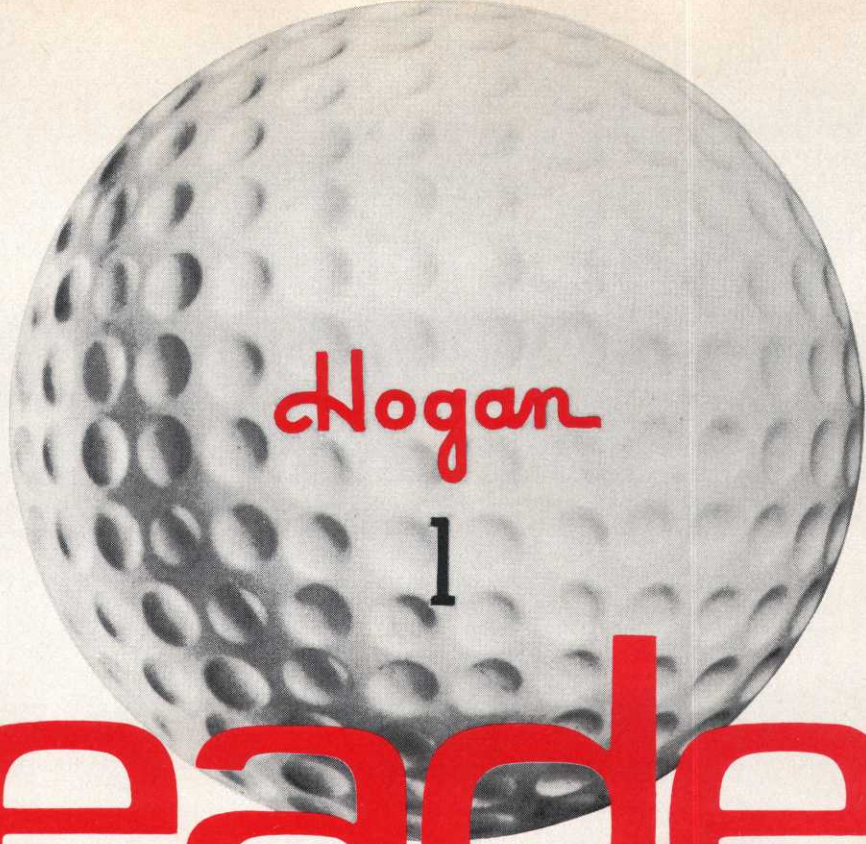
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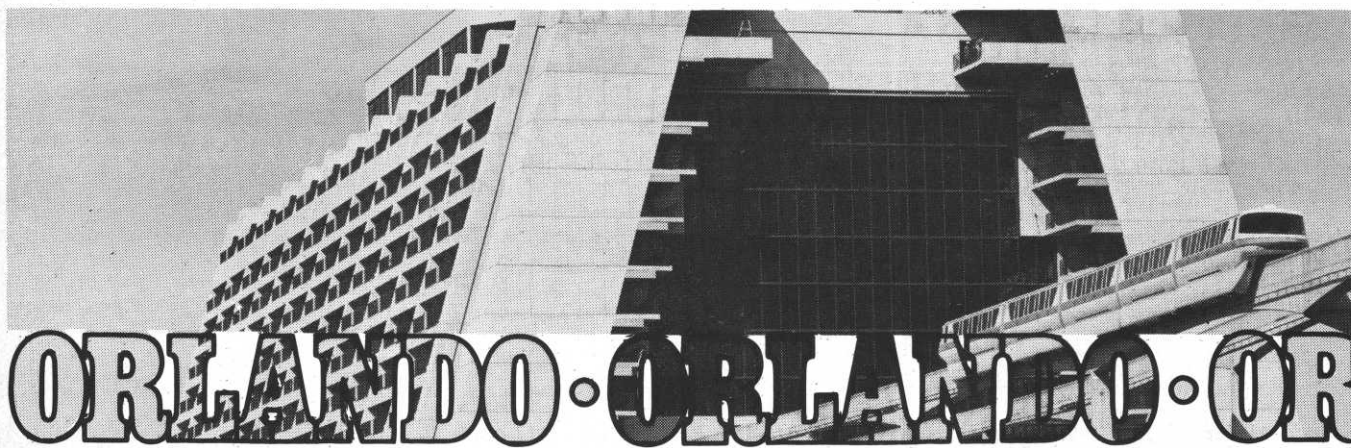
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SHOW PREVIEWS



For the second year in a row, the PGA holds its annual Merchandise Show in what is becoming its permanent temporary home, the Contemporary Hotel at Disney World in Orlando, Fla.

The dates of Jan. 25-28 promise to bring forth a bigger show than a year ago and according to the PGA, things should run a lot smoother than the Orlando inaugural of '75. Nobody knows for sure how many professionals will show up in the sunshine this month and that might be the biggest surprise this outing might offer.

When the decision to return to Orlando again was made, there were some rumblings among the rank-and-file pros around the nation that having the show at Disney World for a second time was a mistake, but

no one seemed to have a viable alternative.

Affects on attendance this year will be measured after the show on whether there were many repeat professionals from the '75 show. With the high prices of Disney World still in evidence, many pros who came last year may not travel south again because the novelty of the Magic Kingdom has worn off for them and their families.

From the exhibitors' point of view, things look optimistic for the show no matter how many pros arrive in Orlando. According to Golf Manufacturers and Distributors Association president Wally Phillips, the Merchandise Show will run better this time around, since his group and the PGA members know

the territory a little better than they did a year ago.

The mild show controversy that reigned last winter was over the utilization of the north annex to the Contemporary and how smaller firms were assigned those positions out of the traffic flow of the main building. This year the PGA has changed the setup somewhat with adequate traffic plans through the annex and allowing those exhibitors extended hours till 7 p.m., two hours more than those in the main area.

Phillips also noted that the north annex would offer several "traffic builders" to that area with several special events including a style show, a Paul Hahn exhibition and a clinic conducted by top tour pros. Indications are that the PGA Show

