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Products Line
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HEALTHY TURF



MALLINCKRODT FUNGICIDE-HERBICIDE CHART

DATA	FUNGO®	KOBAN®	PO-SAN®	KROMAD®	TREX-SAN®	PRE-SAN®
TYPE	Systemic Turf Fungicide	Pythium Fungicide	Poa Annua Herbicide	Contact Broad-Spectrum Turf Fungicide	Systemic Herbicide	Pre-Emergence Herbicide
CONTROL POTENTIAL	Broad-Spectrum	Single Growing Season	Single	Broad-Spectrum	Broad-Spectrum Broadleaf Weeds	Major Weed-Grasses
SEASONAL CYCLE	Throughout Growing Season	Preventive and Curative	Post Emergence	Throughout Growing Season	Post Emergence	Pre-Emergence
PESTS CONTROLLED	Turf Diseases . . . Brown Patch, Dollar Spot, Pink Snow Mold, Fusarium Blight, Stripe Smut, Copper Spot, Red Thread, etc.	Pythium Turf Disease	Poa Annua (Annual Blue-grass)	Brown Patch, Dollar Spot, Copper Spot, Red Thread, Leaf Spots	35 or More Types of Broadleaf Weeds	Poa Annua Crabgrass Goosegrass
APPLICATION RATE(S)	1-2 Ounces Every 1 or 2 Weeks "Depending on Disease" 4-8 Ounces for Fusarium Blight	4 oz. per 1,000 sq. ft.	1 to 1½ Gallons per Acre - per Application	3 to 5 oz. per 1,000 sq. ft.	1 Gallon to 4 Acres per Application	1 Gallon per 12,000 sq. ft. per Application
PHYSICAL FORM	Wettable Powder	Wettable Powder	Liquid	Wettable Powder	Liquid	Liquid
APPLICATIONS	Every 1-2 Weeks for most Summer Diseases 4-8 oz. for Fusarium Blight 3 Applications Every 2 Weeks Beginning Mid-June	Every 5 to 10 Days During Conditions Favorable to Disease, Depending on Climate Situation	1 in Early Fall 1 in Spring	Every 5 to 7 Days During Growing Season	1 in Spring (1 Possibly in Fall)	1 in Spring 1 in Fall



MALLINCKRODT, INC.
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SUCCESS STORIES continued

also offers the most return. He said that in any investment, selling or buying, an appraisal is necessary and information about the property has to be very complete.

"When you buy a golf course, it is not to have and to hold forever," Sherman said. "The only way to realize a profit is to sell it. How to get it to the point where it is the most salable is the thing. You should be operating on an eight or 10 year plan." He also said there is more bad management than good management on golf courses; with good, proven management an owner can get money from a bank.

Cecil McKay, Jr. of McKay Realty Co., Lansing, Mich., backed up what Sherman said. "Many owners are financially handicapped from the start," he said. "They are usually underfinanced or have wasted what they did have. They can't afford to buy needed fertilizer or sharpen mowers. Too many are undercapitalized and are at the mercy of bankers." He also said 90 percent of daily-fee courses lose money on their food operations. "The golf and food aspects are two different operations, and this has to be remembered," he said.

Geoffrey Cornish, president of the American Society of Golf Course Architects, brought up an

interesting point when he said flood plain land might be good for daily-fee golf courses. "It is something to think about because of the tax breaks available on purchasing and using the land," he said. "You are really out-of-play three days a year, but you do have to have good drainage."

He also said sand is very important to a golf course for a number of reasons. First, it is associated with golf and people remember a course by its sand traps. He also said that for a new course trying to increase play, sand is important because it catches people's attention when they drive by.

He said the daily-fee course can be the missing link to get more people interested in golf. He said what is needed are more courses with no holes over 90 yards to get the beginner who does not want to be embarrassed, and more night play on these courses. He said he knows of a few courses of this nature that gross up to \$150,000 a year. Another interesting fact Cornish related was that the average current cost for a regulation golf hole on good land is \$25,000.

Foundation consultant Jerry Claussen presented the case for short courses. He said executive-length courses and par-threes are a



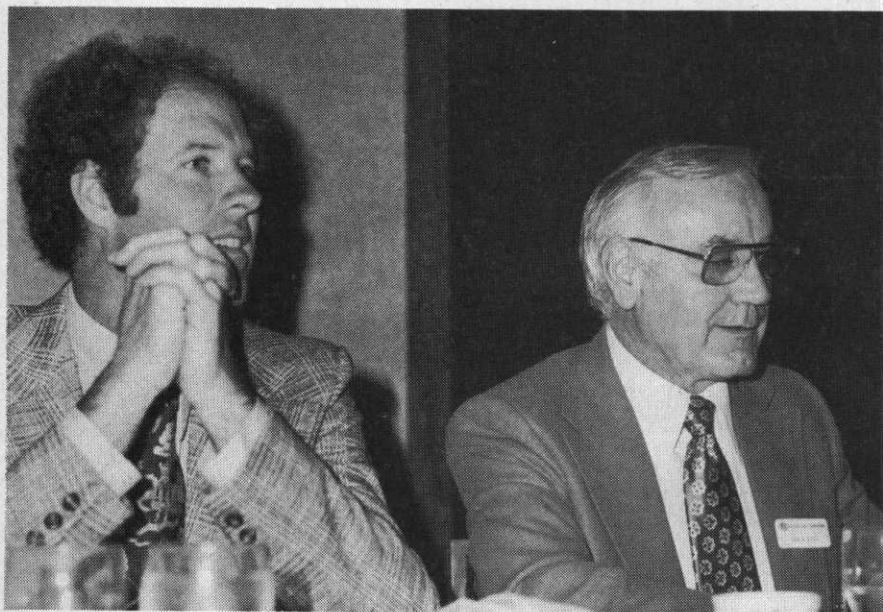
Carol Johnson and Jerry Claussen of the National Golf Foundation staff showed workshop participants a number of teaching techniques for the beginning golfer.

trend to get more courses in the city where land is not so available. Executives are popular with golfers and also can save money for the owner.

For example, a regulation course might take 150 acres at \$1,000 an acre to purchase. With \$600,000 construction fees and equipment plus \$150,000 for the land, that comes to a \$750,000 investment. An executive course might cost 25 percent less for equipment, 40 percent less for construction — an investment of only \$520,000 plus the profit from developing or selling the 75 acres not needed for the short course. He said operation fees are just about as high, but more players moving faster keeps the cash flow up, and maintenance is easier and about 20 percent cheaper.

Lee Record of the United States Golf Association Green Section asked the attendants if they had the necessary background to be giving orders to their personnel on turfgrass management. Record explained some rudimentary turfgrass principles and warned against common mistakes many course operators make, such as trying to push the season too long and injuring greens, aeration schedules, and the importance of good greens to get people to come back and play.

Cleveland-based insurance consultant John Gleason of Country Club Insurance Service said the most important thing is for a course to have blanket liability insurance. He mentioned many situations that



Pro golfer Tom Weiskopf, left, and National Golf Foundation executive director Don Rossi at the workshop banquet. Weiskopf was the main speaker and told the audience that he learned the game on daily-fee courses.

could occur, and the only way to cover these is with a blanket plan. He also said owners should look into paying the cheapest premiums — either based on acreage or a per-pound figure.

Sherman again spoke and suggested the possibilities of leasing property to operators that have a good management background. He said the typical leasing properties might be the sub-division golf course, because many development companies might want the course to attract homeowners, but really don't want to bother with operating a course. He said marginal private clubs with economic problems might also be a possibility, especially if they are looking for ways to increase play. He stressed that municipal operations are the best opportunity at present. Costs at these courses used to be minimal, but with civil service and union demands have become much more costly to run. "More and more many operations will become available," Sherman said.

One of the more interesting sessions was provided by Peter Peca, of Golf America, Inc., and Richard Reichel, an Ohio attorney. They prepared a presentation on campaign strategies for tax relief. The two were involved in a voter campaign to get a tax break for recreation land, including golf courses. In the Ohio November election, one of the issues was to lower tax evaluation of recreation land from the level of surrounding land. Peca said the bill was turned down because legislators and voters thought it was a "country club" bill, and would be a cut in taxes that would have to be made up by somebody else.

Reichel, a former state congressman, said 15 states have constitutional prohibitions from granting tax relief to any type of land, including recreational land. "This means the land has to be taxed at its highest and best use," he said. In Ohio, two years ago the agricultural community was successful in getting a tax relief bill passed, and Reichel stressed that once a precedent has been set, it becomes easier to pass a tax relief bill.

One of the big issues at the conference workshop was the complaint from private daily-fee operators that they have to pay tax-



Peter Peca, of Golf America, Inc., and former Ohio congressman Richard Reichel told of their unsuccessful attempt to get tax relief for recreational land and golf courses in the November election.

es to support municipal courses that in turn take business away from them. Reichel said this is not absolutely true anymore. He said court decisions in the last 10 years have made some exceptions and more are continually being made.

Reichel suggested a number of ways a municipal course could lose its tax exemption: (1) if it rents its facilities to outside organizations; (2) if they make a profit; (3) if it is not entirely open to the public at all



Geoffrey Cornish, president of the American Society of Golf Course Architects, told the workshop the average golf hole cost on good land is currently \$25,000.

times; (4) if the course is leased out to a private operator working for a percentage of the profits.

Foundation instruction consultant Carol Johnson told the audience that daily-fee courses can really give golfers a place to "belong," and this feeling will in turn provide a financial return to the operator. "You have an opportunity to influence 40 percent of beginning golfers," she said, "and you have to teach the people, it is so very important." She said it is mostly basics that have to be taught at a daily-fee course, nothing too detailed.

The panel on short courses included three owners: Art Young, of Holiday Lakes in Stewart, Fla.; George Brown of Willoughby Golf Center, outside of Cleveland; and Eric Amt, of Old Orchard in Elkhart, Ind. Young said older persons and women are a tremendous, loyal market for par three and executive courses, and he said he made \$50,000 before-tax profit his first year at a short course. Brown agreed saying that 65 percent of his golfers were women, many in leagues during the week, meaning he has no trouble keeping his course busy during the week. Amt said the women take care of the leagues at his course themselves, freeing him for other work, and that he has had great success with a program for juniors. □

NEWS OF THE INDUSTRY

USGA Launches Associates Program

A new concept in both golf business and the individual golfers' participation within the United States Golf Association was unveiled in Washington, D.C., in late December, as the USGA introduced its new Associates Program.

The Hotel Washington was the site of the program that inaugurated the latest innovation to the world of golf. Designed for the individual in either side of the game, the program enables, for the first time, a direct affiliation between the USGA and the individual.

More than a year of study has gone into the development of the program, as the USGA attempted to develop a way to reach the millions involved in golf on a more direct basis. For years individual clubs have been affiliated with the USGA through direct membership, but until the establishment of the Associates Program, there was no way for the individual to belong to the USGA on a more one-to-one basis. Arnold Palmer has been as-

signed the task to coordinate the program as its national chairman and will attempt to work completely with the Executive Committee of the USGA.

Main reasoning behind the program is to help the USGA raise additional funds for the increased amounts of activities it is becoming involved in. For example, the cost of controlling equipment and thus preserving the character of the game has increased tremendously. In the past, the great amount of the USGA's income came almost totally from its Open Championship.

Joining the Associates Program is relatively easy for personnel at the club on an individual basis, be it golf professional, course superintendent or owner. Of course, regular club members and their families are encouraged to join even more. Membership dues for a husband and wife combination are \$16, while a single membership is \$12 and a junior enrollment is \$8.

400 Club Pros to Tee Off For Match Play Championship

More than 400 club pros will attempt to qualify for the 10th annual PGA Victor/Etonic Match Play Championship set for Jan. 22-26 at Walt Disney World in Lake Buena Vista, Fla.

For the second time, the PGA Div. of Victor Golf and the Charles A. Eaton Co. will co-sponsor the championship with a total purse of \$20,000. The format for the event presents one of the most grueling tests of golf during the Professional Golfers' Association of America winter program for club pros. The finalists will play six 18-hole rounds over the last three days of the tournament.

Qualifying rounds set for Jan. 20 will reduce the field to 128 contestants. This group will engage in head-to-head matches over Disney World's Palm, Magnolia and Buena Vista courses. The quarter- and semi-finals are both scheduled for Jan. 25 with the 36-hole finale on the 26th. Wisconsin pro Bob Brue, who picked up \$2,000 for his winning effort last year, is exempt from qualifying and will advance directly into first round competition. Brue defeated Bob Erickson of San Antonio, Texas 2 to 1 to capture last year's championship. The tournament is held in conjunction with the annual PGA Merchandise Show which will be held at Walt Disney World's Contemporary Hotel.

PGA Section Upgrades Pro; Sets Employment Standards

Hoping to upgrade the employment and hiring practices in its area the Gulf States section of the PGA has released 12 standards of employment for its membership and their respective clubs.

According to a spokesperson for the national PGA office in Lake Park, Fla., individual standards for employment have been set in at least 30 sections and the national is currently updating its set. The standards are:

- A PGA professional, or apprentice enrolled in the PGA apprentice program, employed as head professional at a golf club or country club should receive a minimum retainer of \$7,200.00 a year, except where the anticipated revenue from his concessions warrants a salary adjustment.

- The operation of the golf shop and the sale of golf merchandise should be an exclusive concession of the professional. He should be obliged to maintain a satisfactory stock of goods and to sell his merchandise at a normal mark-up.

- The professional shall maintain a credit rating with suppliers and others so as not to discredit the reputation or name of the club.

- The professional service of members golf clubs should be a concession of the professional and the minimum fee for this service shall be \$2.00 per month per set.

- The fees for teaching accrue to the professional. The minimum charge for a lesson from a class "A" professional shall be \$7.00 per individual half hour and from an apprentice, \$4.00 per individual half hour.

- The professional will be expected to employ the assistants necessary to run his operation and to pay the salaries of such assistants but will not be obliged to pay any part of the salary of the caddy master or starter.

- The rental of golf cars should be the responsibility of the professional. The professional should either own the golf car concession or participate in the gross revenue from this concession at fees mutually agreed upon.

- Where the operation of a

range is the responsibility of the professional, fees should be established which will assure a profitable operation thereof.

- The professional's bills to members for merchandise or services should be collected by the club. The club should assume responsibility for the credit extended members and payment to the professional should be made by the 10th of the month following his submission of charges.

- The professional shall be entitled to two weeks vacation and be allowed to play in any golf tournaments mutually agreed upon.

- The club should furnish a suitable space for a golf shop with the necessary fixtures for the proper display of golf merchandise, a room for the storage of the members' clubs, and office space suitable for the proper conduct of business. The utilities (water, lights, heat, etc.) should be furnished by the club.

- The income from salary and all concessions should provide the professional with a net income of not less than: 9 holes — \$12,000, 18 holes — \$18,000, 27 holes — \$22,000, 36 holes — \$30,000.

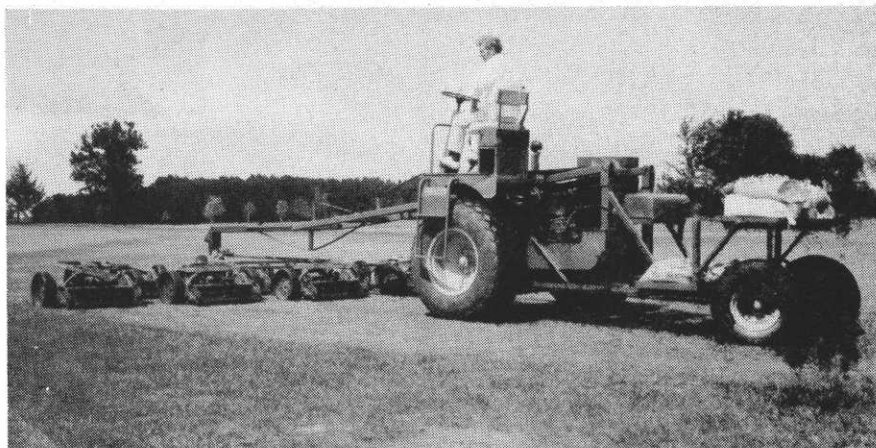
Superintendent Must Know What His Golfers Want

Different situations permit the golf course superintendent to do different things for himself and his course. Climate, soil conditions, age of the course and particularly the members' desires will have a great bearing on the course itself and the latitude the superintendent has.

But frequently, the results boil down to the superintendent's salesmanship, a subject touched on recently in the newsletter of the Heart of America Golf Course Superintendents Association in Kansas.

"Good superintendents are good salesman," say the writer. "As you travel around the state or country, you often compare your course, equipment, budget with what you see elsewhere. You probably ask too, 'how does he do it?'"

"A favorite definition of salesmanship," the writer continues, "is the art of never selling but rather learning what people want and then helping them obtain it. Most golf course superintendents could find



Traffic moving past Hickory Grove Country Club east of Harpster, Ohio often slows for a second look at a giant machine moving slowly along the fairways. What they see is the "Monster" created by crossing a combine harvester with a fairway gang mower. It is the idea of manager Craig Bowman, and it works like a charm, he says.

this approach successful for themselves and their course. The superintendent must first determine what his golfers want."

Usually this involves three major areas — scores, beauty and prestige. Next the superintendent must adopt an attitude of selling what he wants in terms of what the members desire.

"Assume for example you have been contemplating what you feel to be a necessary purchase," the comment continues. "After attending various equipment exhibits, field demonstrations and talking with fellow superintendents and salesmen, you have determined exactly what you want. What now? Do you explain to your chairman or committee how having this machine will replace one that has been causing you tremendous problems because of breakdowns or other insufficiencies? How the root structure will be affected, etc?"

"While these points may be of real concern to you or your fellow superintendents, they will only maximize your interest while minimizing the interests of the golfer. A better approach might be to inquire into the golfer's desires to play through will less mechanical interruption to his game, having fewer non-play holes or days, more uniform playing surfaces, having a course with greater beauty — in short, being the envy of golfers at other courses.

"Depending on the potential of the item you are contemplating, you can sell the golfer on your need through an approach that causes him to be the salesman."

MacGregor VP Bill Blanks Will Take Early Retirement

Bill Blanks, MacGregor vice president of marketing communications has decided to take an early retirement.

He told GOLFDOM, "I really have not made any plans for the future, but I do want to find an interesting opportunity to utilize my abilities to their fullest. It will probably be something within the golf industry."

Blanks was named a vice president of Brunswick Corp. in 1965, and joined MacGregor in 1974 replacing Bob Rickey.

Acushnet Set to Be Bought By American Brands, Inc.

American Brands, Inc., New York has agreed in principle to acquire Acushnet Co., New Bedford, Mass. maker of industrial products molded from rubber and synthetic fiber in addition to golf equipment.

American Brands, a company with interests in tobacco, beverages, soaps, toiletries and other products, said the agreement with Acushnet provides that at least 51 percent of Acushnet's common stock must be exchanged for new convertible preferred shares to be offered by American Brands.

In addition, the proposed acquisition would be subject to an examination by American Brands of Acushnet's affairs. In 1974, Acushnet earned \$4.3 million on sales of \$8.6 million.

Five good reasons to see us first at the PGA Merchandise Show.

Walt Disney World – January 25th-28th, 1976

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Let the DynaTorque Graph-Check show you where you need to improve your swing. You get a free filmstrip-like record to keep for future reference.

Meet Kathy Martin.

A bright, new star on the LPGA circuit. She's now a member of the DynaTorque advisory staff and will be here in person to answer your questions about graphite shafts.

Boost reshafting income.

Reshafting can be the key to added income in 1976. A well-known custom club builder will be on hand at the DynaTorque workshop to show pros and club shop operators the fine points of this highly profitable venture.

Find out what's new.

Known for high performance in woods, now DynaTorque introduces graphite shafts especially designed for irons. See the complete line at our exhibit and become an expert on graphite, the most exciting new idea in golf.



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NEWS OF THE INDUSTRY continued

Colgate to Acquire Eaton In \$10-Million Transaction

Colgate-Palmolive Co., New York, has agreed in principle to acquire Charles A. Eaton Co., Brockton, Mass., in a stock transaction valued at over \$10 million.

Normand R. Demers, Eaton president, told GOLFDOM the transaction involved 360,000 shares of common stock. He said Eaton would be a wholly owned subsidiary of Colgate, and that present management and operating policies would be maintained.

Eaton handles Etonic golf and dress shoes, men's shirts, sweaters, slacks, coordinated women's sportswear, golf gloves and Fred Perry by Eaton tennis shoes. Colgate, which has also recently acquired Ram Golf Corp., Elk Grove Village, Ill., and Bancroft Sporting Goods, Woonsocket, R.I., also makes and markets toothpastes, detergents, cosmetics and other products.

Golf Club Price

A clarification is needed in GOLFDOM's 1976 equipment supplement in the November-December issue. The Toney Penna Company offers both laminated and persimmon woods with \$172 for four laminated and \$212 for the persimmon.

Penna also offers both wood heads with graphite at \$117 each for laminated and \$125 each for persimmon. Graphite irons are also available at \$100 each.



In last month's story on the pro soft goods market, the above pictures were incorrectly identified. The photo on the left is from Di Fini's new clothing line, and the other is from David Smith's.

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The System is built around the rugged, versatile 18 hp Turf-Truckster, 3-or 4-wheel model. With this one power source and options, you can haul, spray, spike, spread and top dress. And

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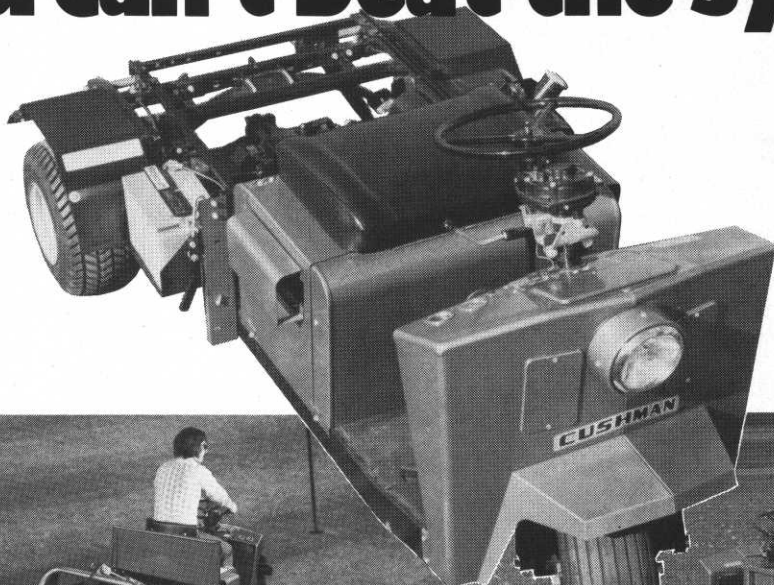
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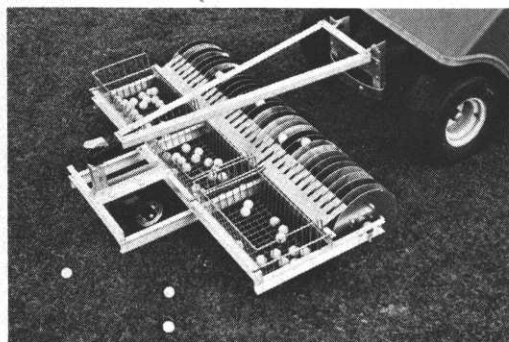
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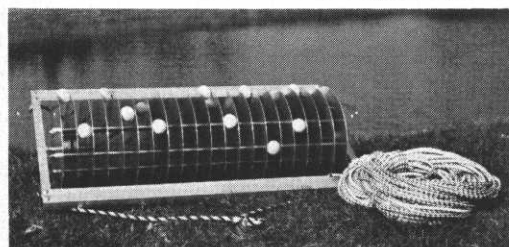


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NEWS OF THE INDUSTRY continued

Big Tent Rent Companies Entice More Under Canvas

Clubs and club managers should have more companies to choose from and better pricing in the big tent renting field for special occasions and parties at country clubs.

Canvas Products Association International told GOLFDOM the business was a \$19 million market last year as more concerns have begun using the service.

Bernard Armbruster, president of Armbruster, Manufacturing Co., Springfield, Ill. expects his retail business to increase 25 percent more next year. While fair and carnival tent-renting ebbs, social functions have shown steady growth. Danville Tent and Awning Co., Danville, Ill., says tent weddings gained in popularity.

Superintendent's Success Depends on Club Mechanic

Labor and its costs has become a problem at golf courses. Clubs have insisted the superintendent better manicure his course with the same amount of labor, according to Dr. A. J. Powell, extension turf specialist at V.P.I.

This has influenced equipment companies to produce labor-saving equipment and certainly has influenced the superintendent to purchase this equipment. Because of the small sales potential, this equipment has been expensive, but because of the labor problem, worth the money.

Because of the large equipment inventory at every club, qualified mechanics play musical chairs more than the superintendents. A mechanic that fits within the price structure of a golf course is a highly important individual and a rare commodity. It may be that we are presently seeing that the capabilities and quality of the mechanic influences to a large degree the success of the superintendent, Dr. Powell reported in the newsletter of the Mid-Atlantic Association of Golf Course Superintendents.

When things go wrong, Dr. Powell said, the superintendent

should not always point the finger at somebody else. He suggest the superintendent look at his equipment operation.

Do you have a qualified mechanic? Do you properly maintain your equipment? Can the mechanic or yourself properly identify components parts in the machine? When you call the equipment company or make an official order, do you always record the part numbers correctly? Do you always complete the list of parts you need? How can you be haphazard in your ordering procedure and yet be so critical of the haphazardness of the supply? You should always insist that you have an up-to-date parts list and every order should be made from that parts list by number and quantity rather than trying to identify the appearance of the piece over the phone to a salesman.

Also, be truthful with the salesman, Dr. Powell urges. Cooperate with them. Become friends with all salesmen, but do not become obligated to any. Do not always expect the lowest price. Buy the equipment you have confidence in.

Another problem is time. Do not wait until the last minute to make equipment purchases and part orders. Keep as much of your parts inventory as possible. Develop a system of paper work in which you can keep a list of parts needed and parts expected to be needed shortly.

Superintendent Membership Doubles in Last 12 Years

The Golf Course Superintendents Association of America passed the 4,000 membership mark in June, doubling the mark in the past 12 years.

The national association was formed in 1926. That was 10 years after the Professional Golfers' Association began and a few months before the Club Managers Association of America was formed in Chicago. There had been active regional groups of greenkeepers in New England, Chicago and other localities before the national organization of the men in charge of course maintenance was started in Cleveland with John Morley of Youngstown Country Club in Ohio as president.

Junior Golf Showing a Boom

State and district amateur golf associations, the Professional Golfers' Association and the National Golf Foundation's program of golf education in high schools and colleges indicate this year may be the biggest junior golf boom of all time.

Experts say the kids seem to be more responsive to the golf invitation this year than for some years previous. Pros at clubs where boys and girls have not been especially in-

terested in the junior schedule of lessons and tournaments, tell GOLF-DOM that participation is now more than ever before. The pros also say the junior tennis and swimming programs are at new highs.

The observing pros have not any explanations for the livelier interest of the kids, but they say the kids are beginning to shake new life into the routine of clubs. The kids seem to be discovering the clubs to which their parents belong.

TEE-RIFIC TRIO

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Joins Manhattan and Pennfine on the "highly preferred" list of turf-type ryegrasses. A durable dark green beauty, Derby persists under close mowing, has better-than-average heat, disease and drought resistance and a fine record in the South when used for winter overseeding. A fast germinating grass, it's normally ready for mowing in three to four weeks.

• HIGHLIGHT CHEWINGS-TYPE RED FESCUE

Named world champion at the 45th Annual Royal Agricultural Winter Fair at Toronto, Canada, Highlight is the brilliant green grass that performs in shady areas and in the dry root zone around trees. It blends with Kentucky bluegrass and turf-type perennial ryegrass. Unusually disease resistant, it requires less fertilizer and fewer mowings, and it may be cut to heights of 1/4" in specialized use.

• EMERALD (SMARAGD) CREEPING BENTGRASS

Here is an improved bent for greens, tees, fairways and other fine turf. Vigorous and dense, it heals rapidly if injured. It has persisted under hot, humid conditions and yet with all its vigor does not tend toward "puffiness." University trials show it superior to Seaside at all cutting levels, the equal of Penncross at putting green heights and superior at tee and fairway mowing levels.

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NEWS OF THE INDUSTRY continued

American Golf Architect; Now His Artistry Shines

At last it looks as though the golf architect and his art are being understood and appreciated by golfers. Yet probably more than half of the golfers in this country just stand up and hit the ball and don't have much more feeling of the entertaining and instructive character of a golf course than they have of a basketball court, baseball diamond, tennis court or a football field having distinctive dimensions.

The story of the talent of the American golf architect is finally getting through. Thousands each year have been getting their delight in golf increased by learning that they are supposed to play a golf course with brains as well as with clubs and a ball.

There is a flowering of American artistry in golf course design that in the past decade has been recognized throughout the world of golf and has acquainted a multitude of golfers with an element in the game they did not know existed — the personality of a course and how it can beat you, or you beat it.

For some years, golf industry experts have been aware that British golfers playing their classic courses in Scotland, England, Wales and Ireland were enjoying something American golfers were missing. The British played the courses as though they were human opponents and tactics and strategy were required to win. The British golf writers knew that their readers knew the courses. So those writers could report on how well the players played the courses as well as how they played the shots.

American interest in golf course architecture has been rather negative for many years. Nevertheless, we got fine courses with thoughtful amateurs usually being architects. Donald Ross and Willie Dunn and a few other professionals were active in course design but only Ross of the pros made much of an art and science of the work.

Attention of many American golfers was attracted to architecture in the past decade by too many