

GOLFDOM — What advantages do the department stores have over the pro shops, and why can't the pro compete more favorably?

Hunter — Department stores can and do offer professional equipment, the same as offered in pro shops, and at the lowest prices. In some cases they even offer superior lines and certainly carry larger inventories than pro shops. They have the cash flow and expertise for expansion. In addition, many country club professionals are unable to advertise or solicit outside traffic for their shops. The club pro's time is tied into many club-oriented services which he never gets paid for and are time consuming, while stores owners give 100 percent of their time to promote their store.

GOLFDOM — Most golfers expect pros to be the best informed and most helpful authorities on clubs. Haven't manufacturers done an adequate job in educating pros and assistants in design changes and new materials in clubheads and shafts?

Hunter — No. Manufacturers advertise, but what they say and what they produce are two different animals. There is a decided lack of plain golf savvy or just what fundamentally makes a better golf club on the part of many manufacturers. How can a manufacturer educate a pro when he himself is lacking, and does little to nothing to advance, the technical know how he so flagrantly advertises?

GOLFDOM — What about the graphite shaft? Isn't it doing something for the pro shop service and sales?

Hunter — Graphite is good; it plays well and represents a significant advancement in club design. I would recommend that a pro look into the potential profits offered in the shafting of woods with graphite. Therein lies dollars to be made at a highly profitable margin. Unfortunately, the fast-buck artists have cut into this pie and have left a lot of unhappy and disbelieving customers. Still, I feel graphite has an excellent future, even though the price remains too high to encourage much inventorying in times that now face us. If the graphite shaft producers could afford extend club manufacturers like myself better

dating and terms, I think a lot more clubs would be shafted with graphite.

GOLFDOM — Can golfers with high handicaps use the iron head design and materials favored by expert players?

Hunter — Yes and no. Clubs are built for money, not total satisfaction. Most manufacturers are producing two sets of irons — one for top players (serious golfers), and one for the duffer.

GOLFDOM — Would you recommend forged heads in lower-priced irons for lower weight distribution and a wider flange to get the ball up for the inexperienced player?

Hunter — No. Any weight distribution that can be accomplished through forging can be done even better by investment casting. Forging offers relatively little except a lower price. In my opinion, it is a positive step BACKWARD in club manufacture, but one which will happen because of the serious economic crunch that now faces manufacturers.

GOLFDOM — Which golf pro-

fessionals in the past became club manufacturers?

Hunter — I don't consider Walter Hagen a manufacturer any more than I would Bobby Jones, Tommy Armour, or Jack Nicklaus. These are great names in golf used by major manufacturers to headline clubs or even companies, whereas Ben Hogan has from the start been totally involved with his company, as is Toney Penna, Jerry Barber, and myself.

GOLFDOM — What can be done to improve the golf business outlook?

Hunter — Streamline management, method of operation and course maintenance to cut out unnecessary frills. Employees should be offered incentive programs. Creative management should be subjected upon all departments to invigorate a healthy club atmosphere, rather than whipping a dead horse. What can be said in general about the club professional is that he's working a whole lot harder now and enjoying it a lot less. □



Hunter discusses shop arrangement with pro Kevin Fleming at the Lomas Club in Sante Fe, Calif.

NEWS OF THE INDUSTRY



Herb Karol, left, chairman of HMK Ltd., and Joe C. Camp, marketing manager of Westinghouse golf cars, discuss HMK's recent acquisition of the Electric Vehicle Division of Westinghouse Electric Corporation, Redlands, Calif. HMK-Marketeer is now an HMK Group Company. The HMK firm, a major producer of Snowmobiles, says no changes in people and products are planned.

Dorset out; Action, Golf Ltd. reorganize

A trio of small golf equipment companies have changed their market position, GOLFDOM has learned. Dorset, Pawtucket, R.I., has been forced into receivership by its own advertising agency for back debts totalling over \$14,000. Although not as drastic, a pair of Florida firms, Action and Golf Limited, have reorganized and are now under different financial backing.

Bill Bowe, Dorset treasurer told GOLFDOM his firm had been forced into its situation on Oct. 2 by the Halladay Advertising Agency and was presently liquidating its entire back stock. Lack of marketing and distribution looks to be the chief reasons behind Dorset's failure in the market. The company had been in business approximately two years.

Golf Limited has been turned over to one of its original investors, John Redden, a Connecticut businessman, and is still headquartered in Orlando. The firm has been renamed Triumph Golf and is attempting to plot a marketing program for itself. Redden told GOLFDOM he was unsure if his company was attempting to go to the pro shop market or if it intended to go on a distribution policy that would include the entire country.

Action has changed its name to Tour Manufacturing Company and is headed by one of the original managers in the Action firm, Homer Edmonson. Action's departure from the market was based on \$75,000 worth of accounts receivable business.

PGA names Bill Blanks to employment service post

Bill Blanks, former executive for MacGregor Golf, has been named to head the PGA National Employment Service in a full-time capacity, GOLFDOM has learned.

PGA officials have confirmed the appointment and Blanks will be given the assignment of correcting some of the organizational headaches the association has had in getting its employment service on track. Until recently, PGA Director of Sectional Affairs Don Smith was in charge of the employment operation on a part-time basis.

Blanks had been, until late 1975, vice president of marketing communications with MacGregor. He had been involved with the parent Brunswick Corporation since 1965. Blanks will work out of the present PGA national headquarters in Lake Park, Fla.

Progress of 'Golf Card' grows as member clubs swell to 150

More than 150 resorts and country clubs in 25 states, Mexico and the Bahamas now belong to the Golf Card program, a plan which provides golfers with a mini-membership in each of these sites.

For only \$35 a year, or just \$55 for any two people in the same family, a Golf Card holder is entitled to two complimentary rounds of golf a year at every course honoring the card. The card is good for 12 months from the date of purchase, and thus provides experts and duffers alike the opportunity to receive more than 300 rounds of golf "on the house" from coast to coast.

Among the highly-rated members of the Golf Card family are: Grossinger Hotel & Country Club and Stevensville Country Club in New York's Catskill Mountains; Willow Brook Golf Club in Winter Haven, Fla.; Skyway Golf Club, Myrtle Beach, S.C.; Tijana Country Club in Mexico; El Rancho Verde Country Club in Rialto, Calif.; and Paradise Hills Golf & Country Club in Albuquerque, N.M.

Clubs interested in the program can write to Golf Card, Box 8339 (IS), 1625 Foothill Drive, Salt Lake City, Utah 84108.

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If you own a Turf-Truckster, you already have the power for a power sprayer.

An 18-hp Turf-Truckster with PTO, extension shaft, and compact spraying rig lets you spray delicate greens quickly and gently. But you can also spray hard-to-reach rough, trees, bushes, foliage, fairways, or just about any area.

The 100-gallon polyethylene tank and spraying equipment mounts in either the short or flatbed/box in minutes. Hook the centrifugal pumping system to the PTO, select either the fold-down boom, boomless nozzle, or high-pressure handgun, and you're ready to spray.

There's no need for pressure regulators or other high maintenance parts. The Turf-

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Truckster transmission teamed with the variable-speed governor assures uniform ground speed over varying terrain. And the accuracy of the metered spray can reduce chemical waste.

The end result is an all-purpose spraying rig that can handle just about any spraying job you have . . . and handle it for years to come. Because, like every Cushman product, it's built for longevity as well as performance.

With other accessories, your Cushman can spike, dump, aerate, and top dress. Use it. It's a lot more than basic transportation.

It's a total turf-care system. Write for your Cushman Turf catalog today.

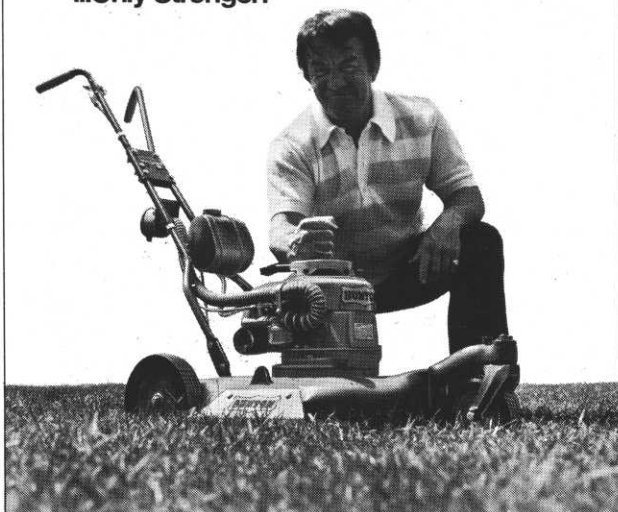
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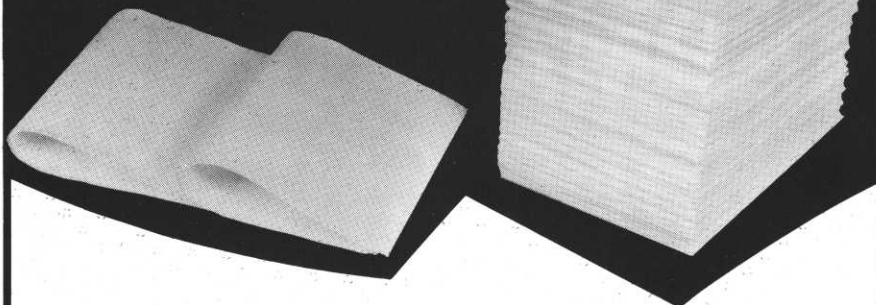
"Bunton lawn-turf equipment is built to take a beatin'... it's tough! Like this edger! Edger guards of heavy gauge steel, interchangeable and replaceable, prevent blade from marking or chipping and direct grass away from what it is edging." So listen to Rocky Graziano...send for more information today...with Bunton, you can't lose! Available from 8-inch to 52-inch cut.

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NEWS OF THE INDUSTRY

PGA employment manual to assist pros, clubs

Two, new employment manuals that will be an asset for the pro looking for another position and the club looking for the right pro are available from the PGA, according to national treasurer Frank Cardi.

Entitled "How to Hire a Golf Professional" and "How to Select a Pro", the manuals help the pro in his preparation for finding another job and aids club management and course owners to understand all aspects of hiring.

Writing in the newsletter of the Metropolitan Section, Cardi comments on the "How to Hire" manual and how it can make it easier for the pro looking for work.

"Although club officials have been involved in golf for years... and even in club or course operation for a long time... it is quite probable they have had a minimum of experience in hiring a golf professional. Perhaps, in some cases, no experience. A significant number of clubs and courses have had the same professional for years. So even if the routine of hiring a golf professional was once known, it is rusty or beer forgotten. The prospective employers don't know how to start, what to look for or how to evaluate.

"The purpose of the 'How to Hire' book, therefore, is to walk the prospective employer through all the steps on how to select a professional. It starts with a most important fundamental step... how to evaluate the club and therefore, how to evaluate the job.

"It constantly amazes me how few club committee members have any idea what the club needs in golf professional skills.

"A sample contract is enclosed for guidance to the club committee or course owner. Throughout the manual, the importance of the Section Employment Chairman and the Employment Committee is stressed. The point is, that the national program which is now being strengthened, can become most fully effective when it is properly executed at the local level," said Cardi.

Let's talk about bad service.

Let's say you've gone to all the trouble of carefully selecting the turf care equipment you've been looking for.

You've worked hard to find it, and get it at the best price you can, and delivered as quickly as possible.

Only to start using it and then discover you can't get good service on it. It's like you went to all that trouble for nothing.

We know you don't like bad service. And we don't either. That's why every Jacobsen distributor goes out of his way to be second to nobody in service.

The reason is really simple. We're independent businessmen whose success or failure depends upon our reputation. So we jealously guard it.

We do this by offering you the finest and most complete line of turf care equipment we can find. It's made by Jacobsen. Whatever

you need, we probably have it.

Then we back it up with service matched by none. We have parts in stock. Our mechanics are Jacobsen-trained to know the equipment inside and out. And we can help you train your people in equipment maintenance through Jacobsen's school, or field training program.

Besides that, we can probably help you arrange a financing or leasing program to suit your needs.

And we can probably help you do a cost analysis of your turf care chores to determine which equipment will do the fastest job at least cost.

So the next time you need turf care equipment, talk to your Jacobsen distributor. He has the right product. If you want good service, he has that, too.

And that's not bad.

Not bad at all.

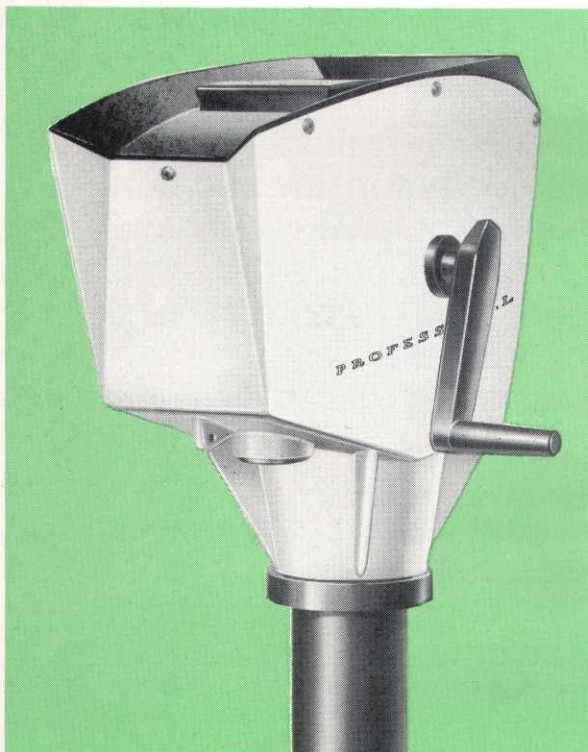
Your Jacobsen Distributors
Great products deserve great service.

For the name of the distributor near you write: Jacobsen Turf Distributor Directory, 1721 Packard Avenue, Racine, Wisconsin 53403



TAKE ADVANTAGE OF US...

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You can have an extra \$5.00 or more by taking advantage of Standard Golf Company.

HOW? Starting February 1, 1976, you can get a check sent to your club or golf facility in the amount of \$5.00 for every Professional Ball Washer you purchase. It's that easy! Buy 1 and get a check for \$5.00. Buy 4 and get \$20.00. Start fresh with 18 Professionals and you'll get \$90.00 back.

WHY? The Professional Ball Washer never needs painting, comes in 3 colors (avocado, red, or yellow) and cleans up to 4 golf balls at one time. You also receive, at no extra charge, Standard Golf Company's one year warranty against defective parts or poor workmanship. That's right, we stand behind what we make with a promise of service and quality.

Isn't it about time to put Standard's Professional to work for you? Tell your Standard distributor you want to take advantage of us. You'll find him listed in the back of our 1976 Standard Catalog so give him a call.

Offer expires May 1, 1976.

\$5.00 — Why not?

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Standard Golf Co.
220 East Fourth Street
Cedar Falls, Iowa 50613

NEWS OF THE INDUSTRY continued

GOLFDOM editor's new book published on history of PGA

The Building of golf as a great American game and the one dominant organization in that movement is detailed in a new book entitled *The PGA* by GOLFDOM Senior Editor Herb Graffis.

Graffis tells about the why and whereof of the PGA and how it became a major element in this country's sports scene. The author indicates the influence of the association on the development of the countryside's courses, the impetus it gave American sportswear and the PGA's leadership in the social elevation of paid athletes.

With colorful descriptions, Graffis remembers the characters who helped golf grow in this country and turned the tour into the \$9 million property it is today. *The PGA* contains over 500 pages and 100 pages in illustrations.

The authoritative history of the PGA is available from the Thomas Y. Crowell Co., 666 Fifth Ave., New York, N.Y. 10019 for \$16.95.

Toro exec named recipient of Green Section Award

Dr. J. R. Watson, of Minneapolis, has been named recipient of the 1976 USGA Green Section Award for distinguished service to golf through work with turfgrass. Dr. Watson has been active in turfgrass research and is now vice-president of customer relations with the Toro Company, Minneapolis.

Before entering private business, Dr. Watson directed the turfgrass research program at Texas A&M University, College Station, Tex. and at the same time taught in the agronomy department.

A native of Leesville, La., Watson received a degree at Texas A&M in 1947 and then earned a PhD at Penn State in 1950. Dr. Watson held a USGA Green Section Fellowship at Penn State where he studied under Dr. H. Burton Musser, an earlier recipient of the Green Section Award. After receiving his PhD, Dr. Watson returned to Texas

A&M and became a joint employee of the Texas Agricultural Experiment Station and the college.

He was a member of the organizing committee for the first International Turfgrass Research Conference held in Harrogate, England, in 1969, and now serves on the editorial board for the proceedings of the second International Research Conference.

Granular linuron effective in Poa control in bluegrass

Poa annua in Kentucky bluegrass varieties grown for sod production purposes can be satisfactorily controlled with 2.5 to 5.0 kg/ha of granular linuron, according to Dr. Paul Henderlong and Paul L. Jacquemin, professor at The Ohio State University and research agronomist at the O. M. Scott & Sons Co., respectively.

In their paper, "Selective Control of *Poa annua* in Kentucky Bluegrass," presented during the 30th Annual Meeting of the Northeastern Weed Science Society in January in Boston, the Ohio researchers noted their studies were conducted to determine the minimum effective application rates of granular linuron under varying environment and soil conditions.

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All over the country, users of big-battery electric vehicles are turning to Lester-MATIC chargers for fast, dependable charging. The all-new Lester-MATIC "BIG FORTY" offers a full 40-amp start rate—really pours the amp-hours into your batteries during those important early hours of charging. Normally, high capacity batteries are charged to 3/4 capacity in only 4 hours. After the peak charge, the rate automatically tapers down to 3-amps, preventing overheating and excessive gassing, and resulting in excellent equalization of cells with low water consumption.

Both golf car and industrial users in northern areas have found the "BIG FORTY" to be a top cold-weather performer—extending vehicle hours and cutting time on-charge. Lester's new heavy-duty "BIG FORTY" will keep your big batteries in peak condition over a maximum life period.

All Lester chargers feature solid-state circuitry for years of trouble-free performance. A unique flux oscillator circuit compensates for changes in line voltage. Lester chargers are easy to use by untrained personnel—no taps or rate controls to set. Over 200,000 chargers in daily use have proven the reliability of the Lester-MATIC. Specify Lester for your next electric vehicle charger.

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NEWS OF THE INDUSTRY continued

Florida course sends balls to their watery graves

South Florida golfers only hate it because they love it.

They lose 14 golf balls in one afternoon at the Bonaventure Country Club in Fort Lauderdale, and they hate it. But a rough round of golf seems to make them determined to come back and try again.

Actually, no one has figured the average number of golf balls lost for 18 holes, but club pro Bob Deem and Director of Clubs Larry Thiel guess it's pretty high.

"I've seen people buy a box of balls before they tee off," said Deem, "and then they buy another box when they turn the corner at the tenth tee."

The love-hate relationship has been going on at Bonaventure since the course was completed and the country club opened in February, 1970. Public attention was im-

mediately focused on the treacherous third hole, a par 3 complete with a waterfall at the edge of the green. In the past five years, many a wet golf ball has been fished out of the lagoon at the base of the waterfall.

Water is chief among the course's hazards. In fact, water comes into play on 14 of the 18 holes. The par 4—10th requires a shot to a green fronted by water, and has also contributed its share to the reputation of the course.

The 6,912 yard, par 72 championship East Golf Course, designed by Joe Lee, also features gluttonous sand traps that capture mis-hit balls, sending scores and tempers high. Bushes and trees add to the golfer's woes.

A second set of links has been designed by well-know golf course architect Charles Mahanna. The West Golf Course, as the course will be known, has been roughed out and will be put to seed as soon as play warrants. Taking area golfers to heart, Mahanna planned the new course to play more easily.

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Eureka show and party tents are small investments that yield a high rate of return. Consider the new Eureka Lite-n-Brite Party Canopy. Available in four sizes, it features an erect-it-yourself shelter for all backyard, party and club functions. It's just one of our complete line of show and party tents in a wide variety of sizes and colors.

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How would your lawn look if 37,340 people tramped across it between May and September?

A few words of appreciation for the first man on the course every morning...the golf course superintendent.

The traffic on the average golf course would probably make your lawn look like the trenches from World War I. And remember, most golfers wear spikes or drive carts that put a lot of wear and tear on the grass.

Now add the fact that many golfers are notoriously critical of course conditions, and you see why superintendents buy aspirin in the large economy size.

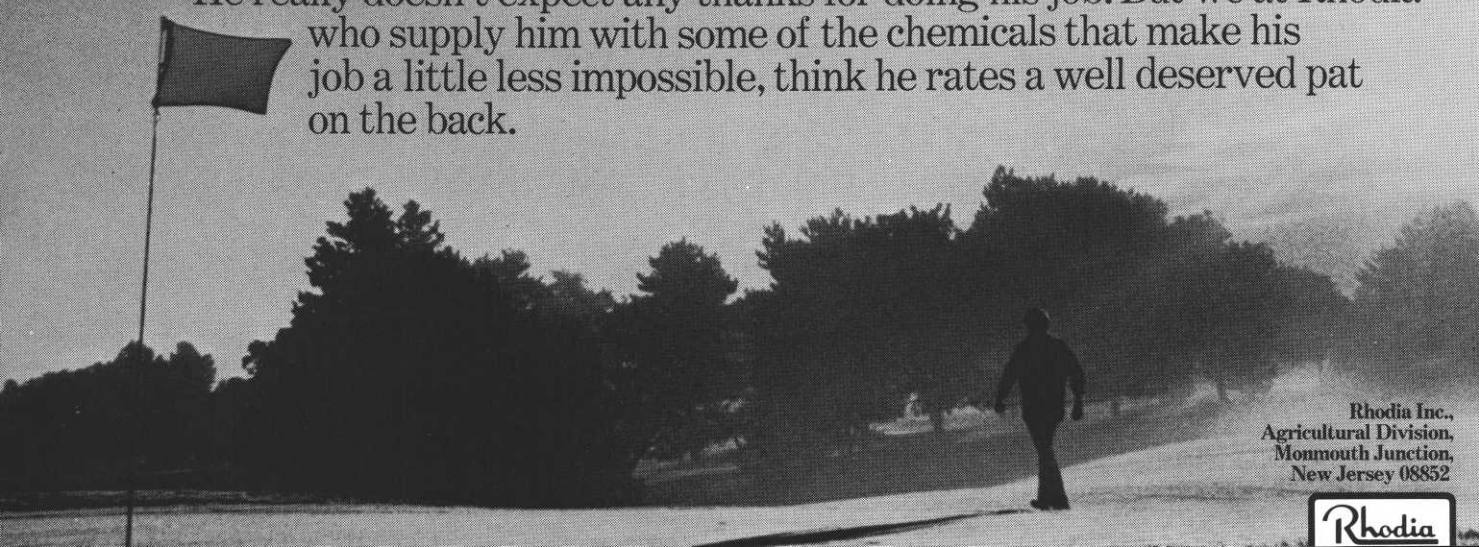
Yet problems caused by heavy traffic are small compared with the ravages of weather, insects, grass diseases and weeds on closely cropped turf grasses.

The close cutting so necessary to your enjoyment of the game makes golf turf easy prey to its many enemies. Which is why the tender care and feeding of golf turf call for a highly scientific approach and extensive training on the part of the golf superintendent.

And to cap it all off, the superintendent is also responsible for the maintenance of an expensive collection of special equipment. Not to mention coming to grips with budgets, personnel, supplies and government regulations. You now have a rough idea of how rough his job has become. It's no job for someone who isn't really dedicated.

Remember him the next time you feel the exhilaration of walking onto a beautifully manicured golf course. And consider his problems the next time a bad spell of weather or disease knocks the delicate turf for a loop.

He really doesn't expect any thanks for doing his job. But we at Rhodia who supply him with some of the chemicals that make his job a little less impossible, think he rates a well deserved pat on the back.



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Rhodia

How to make your board see the value of new turf equipment.



Convincing your Board of Directors that new turf equipment is a necessary and sound investment can be one of your most difficult tasks. They don't always see the benefits behind such a purchase.

And as good businessmen, they won't commit the money until they're sold on the expenditure. So when it comes time to face them, here are some of the things you should point out.

Point #1: The Duffer Demands More.

Today's golfer is more sophisticated than ever before. He has seen, and many times played, some of the finest courses in the world. He recognizes the value of a good course. And if yours is sub-par, he'll go elsewhere.



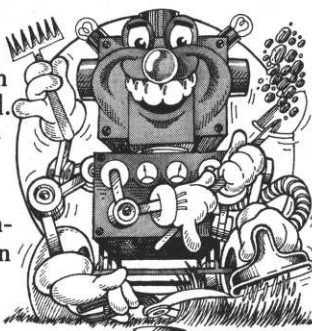
With this more sophisticated golfer comes the need for more sophisticated golf course maintenance. Heavy player traffic has increased the work required to keep the turf in top condition. So jobs that were once optional are now

mandatory. Where spiking a green used to be sufficient, today it also needs deep aeration.

All this dictates the use of specialized equipment that wasn't available ten or even five years ago. Equipment that will enable you to build and maintain a top flight course, and help avoid special turf problems that could prove extremely costly.

Point #2: Machines Do More.

In the past decade, the price of labor has tripled. The same number of men must do more work in less time to give you the same value for each labor dollar invested. Mechanized equipment allows you to trim hundreds of unnecessary man-hours. One man can now cut more sod in an hour than six men used to cut in six hours. Or that same man can aerate 18 greens in a few hours instead of a few days.



New engineering concepts coupled with precision machinery means he'll do a consistently good job. You get better results and fewer occasions when a job must be redone.

And your turf equipment is depreciable; something your labor is not. You get an accounting break over a period of years. At the end, it's like owning a piece of free machinery. One that will continue to save you money long after you've paid for it.

Which brings us to the third point.

Point #3: Longevity Makes Them Worth More.



Equipment life should be a prime consideration when you select a manufacturer. The longer a machine works, the more it does,

and the less maintenance it requires, the better your investment. And here's where we'd like to put in a little plug for Cushman and Ryan turf equipment.

Both lines of machinery are built to last . . . and last. It's not unusual to see a piece of Cushman or Ryan equipment still doing its daily chores after ten or fifteen years of use. We believe the idea of "planned obsolescence" should be obsolete.

But performance is just as important as longevity. A Cushman Turf-Truckster and its accessories give you

the capabilities to transport, spray, spike, dump, aerate, and top dress . . . all from one power source.

Ryan offers a machine for almost every turf task. Equipment that does a better job, in less time, and with a minimum of maintenance. For over 30 years, all Ryan equipment has been built with three goals in mind: quality, performance, and innovation.

If "A Day With the Board" is in your future, we'd like the opportunity to tell you more about the full line of Cushman and Ryan Turf equipment. Write to us and we'll send you our catalogs, full of detailed product information. Information that may help you open a few eyes to the value of new turf equipment.

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