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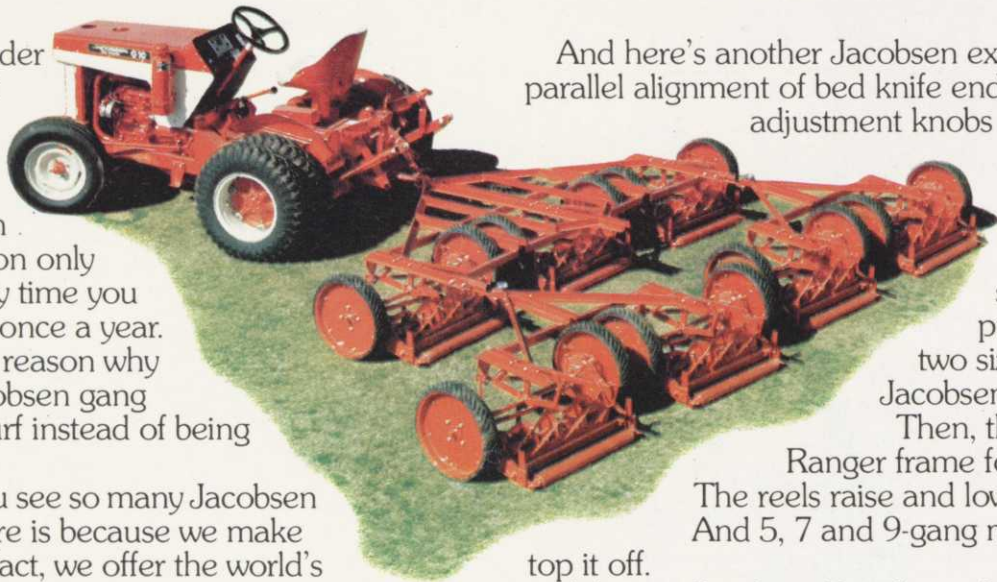
And that's with a sealed housing design that requires lubrication only once a year. Not every time you use the mowers. Just once a year.

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It includes (and it's quite a list): Fairway gang mowers with your choice of 5, 6 or 10-blade units. In 3, 5, 7, 9 or 11-gang pull behind combinations. With adjustable cutting heights.

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Take a look at leadership.

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Feedback

GCSAA president responds

In response to James Graham's letter (actually his name is James Graham Prusa), "GCSAA none of the way" (GB, January), I, as President of the Golf Course Superintendents Association of America, feel that an answer to his remarks would be appropriate.

I am sorry that Mr. Prusa did not have the patience or understanding to wait for the normal process needed to change the bylaws at our annual meeting held in February in Portland. At that meeting, a stronger Code of Professional Ethics and enforcement procedures were approved by the members of the GCSAA. Reflecting concern for the continuous improvement of professional responsibility, the members accepted a revised code and adopted bylaw amendments authorizing its strict enforcement.

Mr. Prusa also stated that "the GCSAA has lost the impetus established by Colonel John Morley in 1926." On the contrary, when you look at the original goals set forth at the time of our inception, you will note that our objective has always been "the improvement of golf course maintenance, the distribution of scientific and practical knowledge and information leading to more efficient and economical maintenance, and the uniting of golf course superintendents of the American continent."

Our expanded educational programs in recent years and our concern for new members are well within the original goals set forth by Col. Morley. The main thrust of GCSAA is undeniably EDUCATION with a concern for PROFESSIONALISM.

As to item 3 — "the establishment of a mandatory certification examination before acceptance into membership", and item 4, where he advocates a bachelors degree, or "equivalent," for future entrance into the association, I must point out that this is not the intent of the association, nor has it ever been. We are here to help all superintendents, not just the fortunate ones that were able to get a formal education.

At this point in the history of our association, we do not plan on making it an elite, "college grad only," organization. We attempt to provide educational material to all segments of our membership, regardless of educational background. Our goal is to upgrade the entire profession.

We have the certification program for those that feel qualified, and for those that feel they would like additional training before attempting certification, we offer several excellent self-improvement seminars. And for those that would like a basic course in golf course management, we offer study manuals. These are all designed to offer something for everybody.

Not all clubs require the same level of expertise from their superintendent. It is our feel-

ing that we are obliged to accept every superintendent regardless of his level of expertise, and then furnish him with whatever services he feels are necessary to help him reach his personal goals.

A golf course superintendent is short-changing himself and his club if he doesn't participate, and a club is short-changing its golfers if they do not insist that their superintendent join and become active in our programs — which are designed to help the superintendent provide his golfers with the finest playing conditions possible with the money available. In this day and age of the economic squeeze and the concern about the environment, it would be a great INVESTMENT for the club and the superintendent if he availed himself of the programs we offer.

In item 5, Mr. Prusa indicated that he would like to eliminate all "commercial" members from the association. I feel that the commercial member is a vital part of our association. He often adds his knowledge and expertise to our programs and is an invaluable asset, one that we would sorely miss. We have always cooperated with the manufacturers and their representatives who supply the equipment and materials needed to do our job. By working together we have been able to revolutionize and upgrade the "tools of the trade" so we all benefit.

I hope that I have explained the true purpose of the association to Mr. Prusa's satisfaction, and that he will reconsider joining us in our mission of educating ALL golf course superintendents. This is the only way that the level of professionalism can be elevated to the satisfaction of all.

I say to Mr. Prusa, quitting is the easy way out. Share your knowledge and join in and help all of us realize the dreams of Colonel John Morley! You can't do it alone.

Ted W. Woehle, CGCS
Oakland Hills CC
Birmingham, Mich.

Taxes north of the border

Your article on taxes (GB, March) relating to the golf club industry is most pertinent. It is quite obvious we have the same problems on both sides of the border.

We hope you are aware of a report by the Blair Commission on the Reform of Property Taxation which was just submitted to the government for their consideration, specifically, "Land Use for Recreational Purposes." Looking forward to seeing other articles on golf course taxation in your great magazine.

A. Ross Thompson
Executive Director
Ontario Canada Golf Association

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Idea file

Foodservice safety in government book

There are plenty of rules and regulations to be met in the kitchen and preparation area in the club foodservice. A new brochure from the National Institute on Occupational Health and Safety can shed more light on a confusing picture.

Health and Safety Guide for Eating and Drinking Places explains the elements needed for the foodservice workplace. The booklet describes the most-encountered safety and health violations and offers suggestions on correcting them.

Order from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Stock number is 1733-00152-9. Price is \$2.

Incentive programs will keep caddies

Club and courses still utilizing caddie programs these days often find it hard to keep good workers. There are many ways a facility can keep and motivate its working walkers.

Spreading the work around is essential. Caddies should be notified at least a week in advance when there is going to be an outing. When new caddies are hired, inform all members. Caddies should play at least one round of golf a week to keep in tune with the course.

Many head professionals sponsor a Caddies Day, usually during the last week in August, involving a tournament with different playing classes and an awards dinner.

Do you really need Maintenance Monday?

With increased costs, some clubs have been thinking about opening on Mondays, the traditional day of closing for the vast majority of facilities in the country.

Many golf course superintendents insist the Monday closing is essential to give the course a break after a hard playing weekend. Most superintendents fertilize greens, tees, and fairways on the Monday dates, which are the best for no interference from golfers. This process takes a large amount of time, care, and efficiency.

Indications are some clubs and courses will begin to open on Mondays for a 7-day week. The question for those superintendents will be if they can still maintain high standards of playability.

Golf writers can be key to publicity

Image is an important part of your facility's overall success. The best way to get that image conveyed the most often is through your local newspaper. Advertising is important, but not the only way to get your name in the paper.

Most golf writers cover the local tournament scene and area golfers, your customers. First, if you have not done it already, establish good rapport with the local writer. Get to know what his needs are and how you can best fill them. Remember, he can keep your name in front of the public, helping to attract new golfers to your course.

Some professionals have even gone into writing themselves, supplying the local paper with golf tips. Again, though, the professional is linked directly with the facility he is working for.

Keep spray drift out of your tank

Drift of vapors after reaching the target and drift of spray during application are two types of herbicide injury that can be incurred by turf. There are many ways to rectify this maintenance headache.

Lower pressure equipment may be an answer to eliminating drift. Standard herbicide sprayers operate at nozzle pressures from 25 to 40 pounds per square inch. There is equipment available, though, that can deliver at 5 psi. Invert emulsions may also be utilized. Being viscous, these materials reduce the fine particles, virtually eliminating drift.

Always keep in mind that even with these and other techniques, a superintendent should be aware of strong breezes, high temperatures, and wet soil conditions.

Is your warewasher energy efficient?

Increasing energy costs are forcing many club managers to reevaluate their consumption. One of the areas where this can be critical is in the warewashing equipment your foodservice operates.

Probably the most efficient machines on the market today clean at 110° F., utilizing a sanitizing solution. The lower temperature system has met with opposition from some local and state health departments.

When scheduling cycles be sure that the machine is always near capacity. Energy expended is the same whether the machine is full or not.

Personal

Brochure describes home security systems

Consumers today seem to have become intrigued with the proliferation of home security systems that are now on the market. A new booklet gets into the systems and describes what is available.

Entitled *Homeowner's Security Handbook*, the manual gives the technical aspects of the systems in lay terms. Expertise is lent by more than 25,000 scientists and engineers.

Other safety precautions for the homeowner are also listed. Send \$2.95 to the American Society for Testing and Materials, 1916 Race St., Philadelphia, PA 19103.

Information available on inheritance taxes

You can't take it with you, but you can attempt to leave something behind that the tax man won't take away from your heirs. New tax laws have changed the income tax treatment of inherited assets.

Commerce Clearing House has put together a booklet entitled *Stock and Bond Values as of December 31, 1976*. When heirs sell inherited assets today, they face capital gains taxes occurred since the securities were purchased.

If you are interested in the brochure, send \$3 to CCH, 4025 W. Peterson Ave., Chicago, IL 60646.

Auto depreciation: cost of the long haul

Over the years you have your car, it loses value from the second you drive it out of the showroom. Clearly, it is the single most expensive factor in owning a car. Depreciation subtracted from the original price equals the trade-in value.

If you are thinking about buying a new car and want to get an idea of what your present vehicle will bring on the market, consult the used-car price book at your local bank.

As always, the demand for the particular model can often hand you a better trade-in value than you bargained on. Finally, the condition of the car itself will have a lot to do with offsetting depreciation's ravages of time.

Several steps to saving your shoes

Like everything else, shoes are costing consumers more. There are several techniques, though, which you can utilize to get more from your shoes.

Leather shoes should probably be shined at least twice a week to provide lubrication and to prevent cracking. A damp cloth can be utilized to remove the common grit and dirt picked up.

When soles get worn, have them resoled immediately. Heels must also be serviced, if wear becomes great and begins to reach the supportive material underneath.

Smoke detectors: must for homeowners

Big cities such as New York, Chicago and Cleveland have or are already moving toward making smoke detectors mandatory for homeowners and landlords. Chicago's recent experiences with multiple deaths in apartment fires have prompted city officials to take action there.

Authorities on the subject insist smoke detectors are becoming a necessity in home life. The National Fire Prevention Control Administration has recommended installation of these devices.

Two types are currently on the market. One is photoelectric and contains a small light source that detects smoke and trips a buzzer alarm. The second is an ionization detector which checks air flow around it for smoke.

Government hotline taps into auto safety

Do you ever wonder what the latest is on automobile safety? The National Highway Safety Administration has started a free telephone service to answer your questions on cars.

If you have had a vehicle or tire failure, the government is interested in knowing about it. Also the hotline service can supply information on announced automobile recall by manufacturers.

Information is also available from the NHTSA on child restraint systems and motorcycle safety. Call 800/424-9393. In the Washington area, the number is 426-0123.

The old pro

Says golfers don't know their tools

Golfers today have better tools than ever before in golf's history.

And the sad truth is that very few golfers know the "why" and the "how" of the use of their clubs.

A golf professional who sells clubs had better make sure that his buyer knows as much about the reasons for the construction details of the clubs as golfers did when pros were making hickory-shafted clubs to fit the hands, arms, body, legs, size, weight, temperament, and type of swing of the buyer and even the course he called his own.

I was promoted into the shop's club-making bench from my caddie job because clubmaking fascinated me. Countless hours I spent working on shafts, clubheads, and grips for some man or woman who was an individual I saw play and who wasn't merely the end of a production line.

Clubmaking to me was an art and a science and no more merely a trade than painting a masterpiece for an Italian palace would be a trade.

The pros I worked for were art critics, master workmen themselves, and educators. They taught the club buyers why the clubheads, shafts, and grips were made as they were for the more effective and reliable use of the one in the whole world for whom the clubs were made.

Thus golfers were taught how to use their tools for the purpose for which they were designed.

I hear and read about pros complaining that club members too often buy from stores. Then I see at some clubs and a public course now and then what they buy. It pains me to see stocky, short people using clubs that are up-right with weights and shafts that fight them. Those clubs are bought at a cheap price, but the golfer will continue to pay with bad shots for years.

I can't blame the store for trimming the poor bargain-hunting suckers. I think the pros are also guilty, probably, of not knowing enough about club ordering and fitting to protect and educate the unsuspecting golfer.

I wonder how much some pros know about getting the picture of the performance of the leading edge of the club into the user's mind. I wonder how much competent testing and observing was done on the practice tee before the player was fitted correctly. I wonder how much the pro, as the trusted authority, really knew about the flex, weight, and helpfulness of the kind of steel, graphite, or aluminum shafts which might serve the player — why and how.

I recall how one manufacturer got a reputation for "stronger" irons simply by giving lofted clubs higher numbers. I wonder if the pro who fits clubs knows that some manufacturers are now putting more loft into woods and caring for the players who had difficulty in getting the ball airborne.

I shouldn't say it out loud but I think maybe even assistants in the shop used to fit clubs more usefully and taught the user how to understand the tools.



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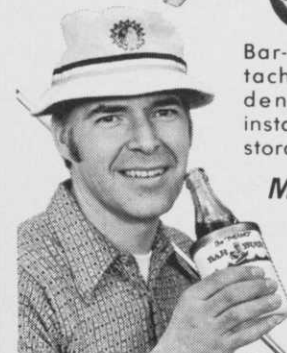
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News

LEGAL ISSUES

Chicago courses sued for fee fixing

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If things were not tough enough on daily fee operators, the attorney general in Illinois has filed suit against 22 Chicagoland facilities for alleged price fixing over a period from the fall of 1970 through the spring of 1975.

Obviously, the case will have a heavy bearing on the liability of the public operator against consumer pressure to keep his fees as they have been, in spite of the rising costs of operation. The antitrust action was inspired by local golfers in the Chicago area who sensed a growing similarity in prices for green fees and golf car rentals at regional courses.

Named in the suit are: Carriage Greens Golf Club, Downers Grove; Nordic Hills Country Club, Itasca; Cherry Hills Country Club, Flossmor; Cog Hill Golf & Country Club, Lemont; Fresh Meadows Golf & Country Club, Hillside; Gleneagles Country Club, Lemont; Glenwoodie Golf & Country Club, Glenwood; Midwest Country Club, Oak Brook; Deer Creek Golf Club, Park Forest South; Old Oak, Orland Park; Palos Country Club, Palos Park; St. Andrews Golf & Country Club, West Chicago; Oak Hills, Palos Park; Silver Lake Country Club, Orland Park; Sportsmans Country Club, Northbrook; Timber Trails Country Club, LaGrange; Villa Olivia Country Club, Bartlett; Westgate Valley Country Club, Palos Heights; Bartlett Hills Golf & Country Club, Bartlett; Big Run Golf Club, Lockport; Buffalo Grove (Ill.) Country Club; and Hickory Hills Country Club, Oak Lawn.

Also named in the action is the Chicagoland Golf Association, which is the local trade organization for 32 courses in the area. John Coghill, owner of Silver Lake Country Club and current president of the CGA, told GOLF BUSINESS his organization was not involved in collusion in raising fees. Illinois At-

torney General William Scott is charging the defendants conspired to fix fees at past Chicagoland Golf Association meetings. All increases allegedly resulted when the courses shifted from winter to summer rates. Scott contends competition between the public operations was suppressed.

Assistant attorney general assigned to the case is John Noel and he told GOLF BUSINESS from his Chicago office that there were not a large number of complaints from area golfers on the alleged pricing irregularities.

Indications from attorneys involved in the case are that the state will base its case not on a similarity of a specific price at all facilities involved in the suit, but on a similar increase in price at the start of summer rates. The consistent increase for each season was supposedly 50 cents.

Noel has been with the attorney general's office for 4 years and is a member of the private Itasca (Ill.) Country Club. He told GOLF BUSINESS he had never visited any of the clubs in question, even though the attorney general's office had stated that it had conducted an extensive 18-month investigation since the complaint was first brought to light in late 1975.

Illinois is seeking a maximum \$50,000 fine for each club involved in the suit. Both Coghill and Noel said the backlog of cases currently on the docket in Chicago will probably push the eventual court date back at least 2 years.

Noel has been quoted by Chicago news media as saying that the case is not necessarily based on whether fees are too high there. He contends that the basis of the complaint is that the facilities conspired to fix prices.

At Silver Lake, Coghill has 45 holes of golf and offers two daily rates, which are predicated on the

time the golfer begins play. Only green fees increase on the weekends, while golf car rental remains constant. A golfer can buy an all-day ticket for \$7 on weekdays or \$8.50 on the weekend. This entitles golfers to as many holes they want to play. Golf car rental is \$11 per 18 holes before 3:00 p.m.

Silver Lake's twilight rate goes into effect after 3:00 p.m. Cost for 18 holes is \$4 on weekdays and \$5 on the weekend. A separate nine-hole facility is a unique part of Silver Lake and Coghill keeps all nine-hole traffic on that. The rate remains the same no matter what the time of day: \$3.25 on weekdays, \$3.75 on the weekend. Car rental for nine is \$6. These prices seem quite competitive with surrounding facilities.

One contention of the suit is that there were also unnamed co-conspirators involved in the alleged price fixing. Indications are this is a standard legal tactic that brings in all possible parties that could have been involved, in any way, with the case.

Quoting from the complaint, the Illinois attorney general states, "The defendants and co-conspirators have entered into an agreement, understanding, and concert of action the substantial terms of which were to fix, control, and maintain the rate of green fees charged to the general public." Later in the complaint this procedure also alleges collusion in the matter of setting rates for car rental.

Whether there was price fixing or not is, of course, up to the state to prove. One person involved in leveling the complaint supposedly told the attorney general's office that when they initially asked at a course about what prices would be for the coming year a couple of seasons ago, they were told they would have to wait until a decision was made. (continued on p. 10)

Price increases being a fact of life these days, Coghill admits fees have risen more than 45 percent over the past 10 years, but he quickly points to the fact that the consumer price index has risen 76 percent in that same span.

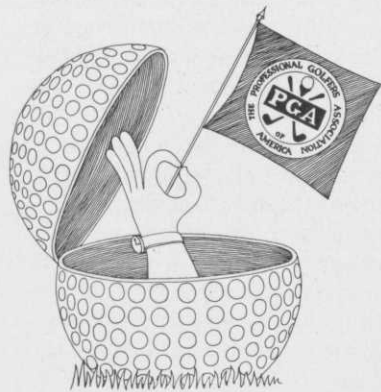
ASSOCIATIONS

Charity the winner in Golf Day promo

For the 26th consecutive year, the Professional Golfers' Association does its bit for all the good causes in the game, as the National Golf Day fund raiser kicks off May 29 and goes through the July 4 weekend.

As always, the golfer "competes" against the target score of top touring professionals. On June 6, PGA champion Dave Stockton, U.S. Open winner Jerry Pate, LPGA champion Betty Burfeindt, and U.S. Women's Open winner JoAnne Carner will establish the target scores at the Oakmont Country Club, Pittsburgh, site of the 1978 PGA Championship.

After the Round of Champions, golfers then compete with full handicap. If the golfer beats the target



score, he or she receives a resort-type bag tag stating "I Played and Beat the Champ."

An added extra for the participant this year is that each entrant donating more than \$2 will receive 18 personalized golf shaft bands with his or her own name and the name of the course or club. The bands are two-color and a \$4 value.

Nonprofit golf charities are the

real winner every year in the Golf Day event. Grants are presented to 27 major caddie scholarship funds. Turfgrass research is also supported by the drive in donations to programs involving the United States Golf Association and the Golf Course Superintendents Association of America.

More than \$2 million has been raised for the various charities since the program's inception in 1952.

Amick to president of architects

Highlighting the recent annual meeting of the American Society of Golf Course Architects at Hilton Head, S.C., Bill Amick, Daytona Beach, Fla., ascended to the presidency of that organization.

In business by himself since 1959, Amick is the second consecutive ASGCA chief executive to be Florida-based. Immediate past president was Ed Seay, Ponte Vedra Beach, Fla. Amick is probably best known for his many municipal golf and real estate development projects, including the Killlearn Golf & Country Club, site of the Tallahassee Open.

Other officers in the organization include Vice President Rees L. Jones, Montclair, N.J., Secretary Jack Kidwell, Columbus, Ohio, and Treasurer Dick Phelps, Evergreen, Colo.

In a special presentation, noted golf writer Herbert Warren Wind was honored by the society by receiving its annual Donald Ross award. The plaque is emblematic of outstanding achievement to the game in the name of the late architect. Last year's recipient, Robert Trent Jones, presented the award to Wind.

One of the most informative sessions of the meeting was the allied association forum that included: Harry Easterly, United States Golf Association president; P. J. Boatwright, USGA executive director; John Laupheimer, USGA associate director; Al Radko, USGA Green Section director; Paul MacDonald, National Golf Foundation president; Harry Eckhoff, NGF director of information services;



Shown with Donald Ross award recipient Herbert Warren Wind (center) at the GCSAA annual meeting are (left to right) Secretary Jack Kidwell, President Bill Amick, Immediate Past President Ed Seay, and Vice President Rees Jones.

Palmer Maples, educational director of the Golf Course Superintendents Association of America; Harry Gray, immediate past president of the Club Managers Association of America; Mark Cox, executive director of the Professional Golfers Association; and Eugene Brown, president of the Golf Course Builders of America.

Nation's builders in free directory

Thinking about some redesign work on your facility this year? The Golf Course Builders of America has made finding them easier with a new 44-page, free booklet listing its members throughout the country. Features of the brochure include pictures of the members, along with golf course construction experience of each.

For the 1977 booklet, write GCBA, 725 15th St. NW, Washington, DC 20005.



NEW OFFICERS AND DIRECTORS of the Golf Course Superintendents Association of America (GCSAA) were elected during the annual meeting at the 48th International Turfgrass Conference and Show in Portland, Ore., in February. The officers are (seated, from left) Louis D. Haines, CGCS, Denver (Colo.) Country Club, secretary-treasurer; George W. Cleaver, CGCS, Chestnut Ridge Country Club, Lutherville, Md., vice president; Ted W. Woehrle, CGCS, Oakland Hills Country Club, Birmingham, Mich., president; and Richard W. Malpass, CGCS, Riverside Golf and Country Club, Portland, Ore., immediate past president. Directors are (standing, from left) David C. Holler, CGCS, Gulph Mills Golf Club, King of Prussia, Pa.; Michael R. Bavier, CGCS, Inverness Golf Club, Palatine, Ill.; Charles H. Tadge, CGCS, Mayfield Country Club, South Euclid, Ohio; Hobart T. Burgan, CGCS, Quail Creek Golf and Country Club, Oklahoma City; and Melvin B. Lucas, Jr., CGCS, The Garden City (N.Y.) Golf Club. Bavier and Burgan are new to the Executive Committee this year.