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"TURFTYPE"  
PERENNIAL RYEGRASS

## "The Versatile Grass for Professional Use"

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## The old pro

### Sees pros as golfers do

After a professional has retired and his club makes him an honorary member, he gets playing and talking with his members and their old and young friends as one of them. Then with some shocks he echoes the plea of Bobbie Burns, "Oh wad some power the giftie gie us to see ourselves as others see us."

I have the feeling I am very lucky to have had my members know what a pro was supposed to be and do. When I was growing up with my clubs to be a member of the family, a pro simply was a competent and friendly man hired for assuring members and their families all possible pleasure from golf. It was that simple. What got me by was that I was lucky enough not to think of my job as complicated.

Now I find too many times, to my alarm, that younger club members and golfers in general aren't clear about what a golf professional is.

And as I talk with younger pros and read in the PGA magazine and elsewhere about the PGA educational program, I am not sure that all of today's pros know what ideas the players have about the reason for the pro. Today's golfer is inclined to think of the home professional as a man selling golf balls and clothing and shoes and sometimes clubs in a store somewhere near the first tee, as the man who collects for golf car rental and fixes starting times, as a nice guy customarily hired by golf clubs and fee courses. They don't often enough think of him as a teacher.

If the pro were thought of first as a teacher, golf business would be better for everybody in it and would give more pleasure and better scoring to the millions of amateurs.

A primary reason for the formation of the PGA was the development of competent instruction. Bob White, George Sargent, the Mackie brothers, Alex Opirie, and a few other of the PGA Founding Fathers were essentially instructors. Greenkeeping came next and clubmaking third in the qualifications of a good pro when his employers knew clearly what they needed. The teaching pro always could get good clubs made by a specialist assistant he hired.

Now there is fogginess about the pro's service and value, and it is shown by the shocking figures of a PGA survey. The survey showed 38 percent of pros receive less than \$1,000 a year from lessons. Lessons account for less than \$3,500 a year for 78 percent of professionals.

The whole golf lesson pattern needs drastic modernization as the first of the PGA's services for the progress of golf. That's what an old pro sees as today's young golfers' viewpoint.

# golfbusiness

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# Idea file

## Club profits from weekly guest day

Car rentals increased more than 1,000 percent and food and beverage sales more than 400 percent when the Woodlake Golf and Country Club in San Antonio, Tex., began promoting every Tuesday as "Guest Day."

General manager Jack Parker says the club earns an average of \$10.80 for each guest. A member can bring just one guest, but \$7.50 allows the nonmember to play 18 holes and pays for his car fee, lunch and one cocktail.

The profit is increased by requiring the member to pay \$4.25 for his half of the golf car. The member also buys his own lunch and drink while accompanying his guest.

## The costly expense of lazy employees

One wasted hour by an employee each day can run into thousands of dollars in wasted wages.

Assuming that an employee works 40 hours each week, with paid holidays and vacation, one non-working hour each day by an employee who earns \$7,500 annually costs you \$935.

The amount increases to \$1,250 for a \$10,000 employee and \$2,500 for a person earning \$20,000.

## Customer complaints aren't always reliable

In fact, complaints from customers are one of the least reliable measures of service, says Herbert V. Davis and Co., a management consultant firm.

The firm says the complaints represent only a cross-section of "your more articulate and noisier customers" and that 75 percent of the causes of dissatisfaction are not formalized.

The firm prints a newsletter dealing with technical publicity and research in transportation, warehousing, and physical distribution management.

## Promotions with media usually work well

Consider promoting special tournaments and co-sponsoring clinics with newspapers and radio and television stations. Small and medium-sized newspapers in particular are usually looking for new promotional ideas.

It is also important to treat area newspapers equally when giving out news items. Each has a different deadline and the sports editor at one newspaper may get upset if he isn't given some stories before his competitor.

Also, if you have trouble getting golf scores or news published, don't try to see the editor or publisher. It's better to make friends with the sports editor and reporters.

## Freeze fish properly; follow these methods

After cleaning fresh fish, dip it into a gallon of water that has one cup of salt for one minute, says nutrition specialist Mary K. Sweeten. This will let the fish freeze more rapidly, which preserves tissue cells and reduces the time bacteria can act on it.

If possible, set your freezer to its coldest temperature before placing the fish inside, but return it to a normal temperature once the fish is frozen.

If the fish is purchased frozen, unwrap it and dip it in water to form a glaze before re-wrapping and placing it in the freezer.

# Personal

## How do you know it's an Oriental rug?

It must be hand-woven and also hand-tied if it has a pile. If you don't know whether or not the rug is handmade, open the nap and look for a knot at the base. These guidelines do not apply to pileless Oriental rugs known as kilims.

Carpets labeled "Oriental design" are machine-made. Generally speaking, rugs with intricate designs and numerous colors will cost more than those in simpler floral or geometric patterns. The more colors used, the more time spent on the loom.

## Price guides, neatness will help sell a car

Buy a car price guide, such as the Kelley Blue Book Market Report, from a bookstore or check one at a bank that makes auto loans. The prices are usually for cars in top condition. Then see what some dealers are asking for the same car and set your price somewhat lower.

Wash and wax the body, clean the interior, buy and use a can of engine cleaner. Try to eliminate squeaks by lubricating hinges and latches.

Describe the car completely when advertising, such as "Plymouth Duster '74, 6 cyl., auto., a/c, 55,000 hwy. mi. & in top cond. Relocation requires sale. \$1,500."

## Credit counselors help solve debts

About 4 percent of the families in the United States spend more than they earn, the Wall Street Journal reports. Robert Gibson, president of the National Foundation for Consumer Credit, expects the percentage to climb soon, possibly as high as 10 percent.

If you could use help, contact a credit counseling service. There usually is no charge for the initial consultation and a minimal fee, if any, is established if you sign up for a debt-repayment program.

## Planning fall vacation? Try Rhode Island

Few places are prettier in autumn than this small New England state. Take a carriage ride and eat jonnycakes at the Harvest Fair in Bristol on September 17 and 18. Visit the Indian Cranberry Festival October 1 in Exeter or the Narragansett Indian Fall Festival the next day in Charlestown. The 10th annual Scituate Art Festival is on the village green in rural North Scituate October 8-10.

For the sailing enthusiast, the mini-America's Cup model yacht races are September 8-11 and the America's Cup begins September 13 in Newport. Jai-alai is also scheduled there through October 29.

Persons may obtain a vacation guide from the Rhode Island Department of Economic Development, One Weybosset Hill, Providence, RI 02903, or by calling 401/277-2601.

## Fall gardens produce tastier vegetables

Lettuce, broccoli, cauliflower, cabbage, carrots, collard greens, and brussel sprouts grow well during autumn, says Texas A&M horticulturist Sam Cotner.

The key to a plentiful fall garden is preparing the seedbed. Cotner says this is accomplished by furrowing one inch, watering the soil, then raising the seedbed to drain water from heavy rains. The vegetable will grow quickly if the seed is soaked the night before it is planted and covered with a light layer of compost, potting soil, or vermiculite immediately after the seed is planted.

# A golf superintendent

## Tells how composting makes free fertilizer

by Harvey C. Dreibelbis, general manager & superintendent, Hominy Hill Golf Club, Colts Neck, N.J.

Practically every golf course has mountains of plant material residue that contains a natural supply of plant food. These piles are moved around to build the pile higher, to accommodate the storage room, and to mix these various waste materials. All this gives a good compost that is practically odorless and provides readily available plant nutrients.

On our golf course/farm site, the pile grew from year to year until many tons accumulated. After 3 years of storage, mixing this material once a year, it is well decomposed. During the winter months, it was spread on a hay-grass field on the farm. The growth of the grass the following spring and summer on the field where this material was spread showed the compost really had some "strength." The grass filled in thicker and taller, and it had a dark green color. It made very good hay.

A new compost pile was formed every year. This gives a pile that is manageable and

can be mixed at least once a year. It also provides a new pile every year that is ready to be used.

After using this material the second year with good results, we were curious to know the plant food content and value of the compost. A typical sample was sent to a laboratory for analysis. Note the results in the table:

Some would say the percentage of nitrogen and content of nutrients is too low to give good plant growth response. While we do not have yield data, casual observation was sufficient evidence of the excellent grass growth stimulated by this material.

There are many places where use of this so-called waste material would be valuable.

PLANT NUTRIENT CONTENT OF GRASS CLIPPINGS, THATCH, AND LEAVES AFTER 3 YEARS OF COMPOSTING

		PERCENT	LBS/TON	1st year application (15 tons per acre) TOTAL LBS.	2nd year application (20 tons per acre) TOTAL LBS.
Moisture		29.85	597.0	8,955.0	11,940.0
Mineral matter		45.99	919.8	4,599.0	18,396.0
Nitrogen	N	1.16	23.2	348.0	464.0
Phosphorus	P	.28	5.6	84.0	112.0
Phosphorus as	P <sub>2</sub> O <sub>5</sub>	.64	12.8	192.0	256.0
Potassium	K	.20	4.0	60.0	80.0
Potassium as	K <sub>2</sub> O	.24	4.8	72.0	96.0
Calcium	Ca	.84	16.8	252.0	336.0
As Ca	CaO	1.18	23.5	352.5	470.0
Magnesium	Mg	.24	4.8	72.0	96.0
As Mg	MgO	.40	8.0	120.0	160.0
Sodium	Na	.01	0.2	3.0	4.0

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*Now those numbers mean something!*



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Otterbine floating fountains are available in ½, 1, 2, 3 and 5 horsepower sizes. Just tow them into position, moor or anchor them in place, and make electrical connections in accordance with applicable codes. No plumbing is needed.

### **We want to help.**

We'll help you or your architect select the right-sized Otterbine floating fountains and the right Spray Sculpture™ shapes for your ponds. Rodale Resources, 576 North Street, Emmaus, PA 18049. Phone: (215) 965-6010.



# News

## ASSOCIATIONS

### PGA pays only cost of headquarters for new complex; federal OK needed

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The price couldn't be much more attractive for the Professional Golfers' Association's proposed new headquarters complex in North Palm Beach, Fla. Much of the ground for the massive project, however, is cypress-covered wetland; this means the federal government must examine plans for potential environmental hazards before construction can begin.

Developer E. Lloyd Eccelstone Jr. has purchased 2,300 acres west of the Florida Turnpike directly across from the one-time association headquarters at Palm Beach Gardens before it moved to Lake Park in 1973. The association will get just less than one-quarter of that land to house its headquarters, hall of fame, university and educational center, national golf club, library, museum, and three championship golf courses.

Fred Fetterly, Eccelstone's public relations agent, said the agreement allows the PGA to own the 625 acres and its headquarters building, and they will pay for and maintain the latter. Eccelstone owns all the other buildings and is leasing them to the PGA for 99 years. In return, Eccelstone will construct the three golf courses and the PGA will lease to him the 620 acres on which they will be situated.

The kicker for Eccelstone is the potential profit he can earn by building a resort complex. It will include a 200- to 300-room hotel, tennis courts, a number of swimming pools, a health spa, and an executive health clinic. Eccelstone also plans to build single- and multi-family homes on the remaining 1,675 acres. Fetterly told GOLF BUSINESS that the complex should be in operation by late 1979 and ready for the 1980 PGA Merchandise Show.

Eccelstone is known in south Florida for putting together extravagant residential-recreational communities and this venture seems to have similar proportions. The estimated construction cost of the PGA buildings and the three par-72 courses is \$15 million. Once the residential complex is finished, the financial investment

may rival Eccelstone's \$75 million condominium-marina-tennis club community, Old Port Cove, also in North Palm Beach.

It is uncertain how much the land cost Eccelstone to buy from John D. MacArthur, owner of Bankers Life and Casualty and the Royal American Land companies. No PGA or Eccelstone spokesman would confirm the \$30 million purchase price reported by the Palm Beach Post.

The choice of this site over four others is also somewhat a mystery, but Fetterly said he believes cost and proximity to the turnpike and the Palm Beach International Airport were the primary reasons.

Eccelstone hopes to begin work on the PGA complex in about a year and certainly have the golf courses ready to host the 1983 Ryder Cup. He has named George and Tom Fazio the golf course architects, the West Palm Beach firm of Schwab and Twitty architects for the association's buildings, and Edward Durell Stone Jr. of Fort Lauderdale as land planner.

Fetterly said the proposed groundbreaking date has been scheduled to allow time for local and state approval of the plans. Although officials said they foresaw no major obstacles in getting the go-ahead, problems concerning the wetlands' ability to support the development surfaced almost immediately after plans were announced.

"The land lies in a portion of what the local people call the 'Loxahatchee Slew,'" said Mike Slayton of the U.S. Army Corps of Engineers Miami office. "It's a large wetlands area; it rains often and there's a lot of water when it does rain," he said. Since the corps' engineers have not yet reviewed the land, it's not known if water could be drained adequately or how much such facilities would cost.



*If all goes according to plan, developer E. Lloyd Eccelstone Jr. (left) will construct the new PGA headquarters on land next to that which the PGA was evicted from 5 years ago, land purchased from the man who evicted the association. But the price is right for the PGA, and Eccelstone stands to make a substantial sum from the resort-residential community he plans to build around the PGA complex.*



The site may also be challenged by the Florida Wildlife Federation at its September 17 meeting in Palm Beach. John Jones, the group's executive director, said he opposes any idea to fill the wetlands with materials that would prevent water from forming the area's natural swamps and ponds. He also claims that wildlife would be endangered.

## SAFETY

### Pesticides linked to cancer, sterility

During a two-week span in August, it was discovered that a chemical in pesticides used by some golf course superintendents was suspected to cause cancer and sterility in males. No incidents of ill effects were found among persons who apply the pesticides containing dibromochloropropane, known as DBCP. But the government is not yet certain if they could be affected and Michael Snyder, a California health official, has advised superintendents not to use the pesticides.

The production of Fumazone was stopped after the Dow Chemical Co. found 12 of 14 persons it tested at an Arkansas plant were sterile. Shell Chemical Co. halted the making of Nemagon and the state of California banned the chemical's sale after test results were announced.

Shortly thereafter, individual scientists linked the chemical to cancer in humans, about 4 years after it was found to cause stomach cancer in rats. Boris Osheroff, an environmental officer with the U.S. Department of Health, Education, and Welfare, said scientists in the National Cancer Institute had not yet reached a consensus on DBCP's carcinogenic possibilities.

Yet the federal government is concerned enough to include persons who apply the pesticides in upcoming tests. Those individuals will be tested by the National Institute of Occupational Safety and Health in early September.

The pesticides in question are used to kill nematodes along coastal regions from North Carolina to Alabama. Spokesmen for the

government and a manufacturer indicated that persons who administer the pesticides could be harmed.

"If people come into contact with DBCP, they are running a risk," said Jennifer Read, a public information officer with the U.S. Department of Labor. Said William Seward, public relations manager for Dow's agricultural products department: "The possibility exists that inhalation is sufficient for danger."

But their warnings were diluted by persons involved in the day-to-day use of the pesticides.

The marketing vice president of Southern Mill Creek Products Co., a Tampa, Fla., firm which distributes and applies Fumazone, said it would continue to serve its 100 to 150 golf course customers.

William Broome told GOLF BUSINESS that the soil fumigant is almost always injected underground by a machine, a method which minimizes contact. He felt that only those persons who sprayed or "drenched" their greens and fairways might be harmed.

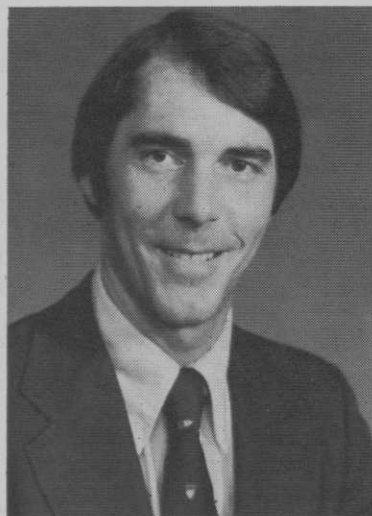
Dr. Grover Smart, a University of Florida nematology professor, agreed. "It seems to me it would be safe to use on turf. On food crops, that's something else." He said he didn't know of any course operators in Florida who "drenched" their course.

Superintendents wondering what advice to follow will get help from the federal government. The first step was expected by Labor Day when the Occupational Safety and Health Administration proposed to set emergency temporary standards on pesticides with DBCP.

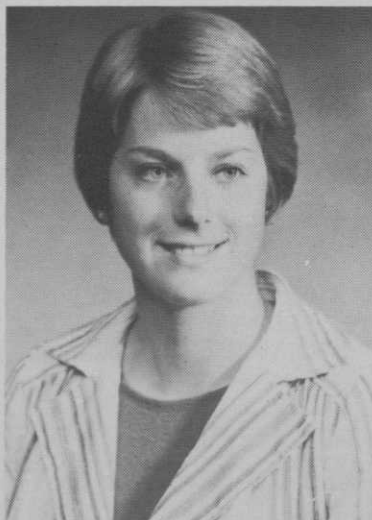
## ASSOCIATIONS

### GCSAA realignment to promote show

The Golf Course Superintendents Association of America has reorganized its administrative staff in order to promote its annual International Turfgrass Conference and Show and recruit new members more effectively.



Brooks



Storm

James R. Brooks will direct the new department of Chapter and Industrial Relations. He will contact potential exhibitors and manage the GCSAA-sponsored conference and show to be held at February in San Antonio.

Brooks, the director of membership services since 1974, will also work to attract new members and will begin his drive in the Southwest since the conference and show will be held in that region.

The second change combines the departments of membership and administrative services. It will continue to provide employment referral and other services to GCSAA members. Janie Storm is the director.

## CONVENTIONS

### IRS, Labor chiefs to address NCA

Seminars with leaders from the Internal Revenue Service and the U.S. Department of Labor, plus a luncheon with members of Congress, will highlight the annual National Club Association convention and exposition October 6-8 at the Capital Hilton Hotel in Washington, D.C.

The event begins at 2 p.m. Thursday with a discussion on the recent challenges to the admission policies of private clubs. The seminar, titled "Is The Right to Restrict Still Valid?," will last 2 hours. From 4:30-5:30, members can meet with the club's executive committee, division councils, and legal counsel.

A welcoming reception will be held in conjunction with the club's second annual exposition from 6-7:30 p.m. to cap the first day's activities, but the exhibits will again be open from 10 a.m.-noon Friday.

The convention's second day will begin with a continental breakfast and seminar from 8:45-10:00 a.m. A speech, "What the Internal Revenue Service Sees Ahead for Private Clubs," will be given by Edward D. Coleman, technical chief for the IRS's exempt organizations division. A question and answer period will follow.

After the exposition closes, buses will take the conventioners to the Senate caucus room to meet and dine with members of Congress. It is uncertain which congressmen will attend the luncheon, but a number of Senate leaders and congressmen from the club members' home districts have been invited, said Steve Ahlberg, association director for public affairs.

Persons will be driven back to the hotel to attend two seminars at 3:45 p.m. One is to inform newly-elected officers about taxes, liability, and other job responsibilities. The other seminar, for the experienced manager, will feature James Suntum, the Labor Department's chief of its wage-hour coverage and exemption branch.

This workshop will later split into two groups to discuss financial obligations and options toward the club's golf pro and food and