of hour meters on powered equipment. In the last 10 years riding equipment has grown greatly in size, cost and complexity, yet, says Johnson, "we still have the same old-fashioned thinking when it comes to maintaining it." Three years ago, Illinois Lawn Equipment began installing hour meters on all of the electric-starting tractors in its shop that sell for $1,000 or more.

Hour meters have a long history of valuable performance as an aid to maintaining construction and materials handling equipment, such as forklift trucks that cover relatively few miles for the amount of running time they get, and aircraft engines.

Maintenance equipment today is more expensive, automatic and productive than it used to be, and the emphasis has shifted from a manpower-oriented activity to an equipment-oriented activity.

To illustrate. A golf course formerly used a $500 walk-behind greensmower. Three men took three hours a day mowing greens. Then a $3,500 riding greensmower was bought. Now one man can do the whole job in the same amount of time. The saved cost of the other two men's wages, including overtime for off-hours work, went a long way toward paying for the new machine in its first season.

Now the mechanical equipment at this course represents a larger investment, with labor costs shrinking in proportion. This is why greater emphasis must be placed on the problem of equipment maintenance. That savings in labor could go down the drain, if the equipment is improperly serviced or neglected.

Equipment maintenance and purchasing decisions, if they are to be valuable, must be accurate; the hour meter provides the accuracy. The superintendent will then know exactly the number of hours of use he got out of his equipment and will be able to tell whether he got his money's worth.

In the final analysis, the hour meter takes the guessing out of maintaining and planning. Superintendents know where they stand and where they are headed and are better equipped to protect their investment—which is considerable.

WILLIAM H. BRICKER has been named president of Diamond Shamrock Chemical Company, Cleveland, succeeding Dr. G.G. PIRRONE, who has been elected an executive vice president of Diamond Shamrock. Also moving up are CHARLES H. GILBERT, to vice president, responsible for the Agricultural Chemicals and Fine Chemicals operations, WAYNE KINCannon, to general manager, Agricultural Chemicals Div., and STEVE PUSCHAVER, to executive vice president, responsible for the company's industrial chemicals operation. Other appointments: JOHN P. HYDE, vice president and general manager, Soda Products Div., and C. ROBERT POWELL, vice president and general manager, Electro Chemicals Div.

FRANK V. BUSCHINI Sr. has been named marketing manager for New England and New York State of the Turf Products Div. of The Toro Company.

DUANE UNKEFER moves up to the position of marketing communications manager for Harley-Davidson Motor Company. BARRY HAMMEL has been appointed advertising/promotion coordinator.

WILLIAM FAULHABER has been promoted to director of professional golf and tennis sales for Spalding Sporting Goods, a Division of Questor Corp., Chicopee, Mass. He replaces JIM SHEA, who becomes manager for professional golf business planning.

JAMES JOLLEY has been appointed general superintendent of construction for Venerable Sprinkler Sales, Inc., Irving, Tex.

EVERETT W. HANSON has been named president of W.A. Cleary Corp. as part of that company's expansion program.

DAVID WHAN is O.M. Scott & Sons' new ProTurf technical representative in northern Indiana.

HOWARD J. BRUNS has been named vice president, planning of Victor Comptometer Corp.'s Recreation Products Group.

WADE SMITH has joined the sales staff of PGA-Victor Golf; he is responsible for the Texas and Arkansas territories.

Shea Faulhaber

Gilbert Kincannon

Bricker

Smith

Bruns