You're in charge of the biggest news in golf. Your players are going to be asking you about Acushnet's new concept in irons.

Because our advertising is geared to make it happen. What we'll do is tell them as much as we can through advertising. We'll be co-sponsoring the television coverage of 6 major golf tournaments, plus, we'll be running color spreads in the top golf publications.

We will supply you with a handsome, fully-illustrated brochure, simplifying the more technical aspects of our bold new concept. Also, you will receive colorful informative display and merchandising materials to assist you in explaining this concept.

At Acushnet, we feel that our powerful advertising efforts, coupled with your professional follow-through, is a perfect example of the "Pro Only Policy" working at its best. We'll get them interested, you close the deal.

We will have available this fall (in the open territories) a limited quantity of our new irons for both your and your customers' approval. Production is at full capacity, right on target to meet next year's anticipated sales demands.

These revolutionary irons not only are worth waiting for because of their radical break with conventional design, but because they, truthfully, will become, and set the standards of the future.

So, expect your players to be asking you about new Titleist irons. Acushnet: We're out to improve your game.

ACUSHNET SALES COMPANY
Sold thru golf course pro shops only
Longer driving starts here...........and here!

DON'T HANDICAP YOUR GOLF CARS.
Use Trojan Golf Car Batteries with years of proven quality — standard of the industry is the Trojan J-170.
For extra rounds of golf plus extra months of service use the Trojan J-190 — or for the finest of all, the Trojan J-217.

THE CLEAN QUIET GO FOR YOUR GOLF CARS...
GO ELECTRICALLY...GO TROJAN

TROJAN "MILEAGE MASTER" GOLF CAR BATTERIES
TROJAN BATTERY COMPANY • 9440 ANN STREET • SANTA FE SPRINGS, CALIFORNIA 90670

For more information circle number 211 on card
This year, when almost everybody else is introducing a '72 golf car that's really a '71, we're introducing a '72 golf car that's really a '72. With changes that amount to a lot more than plastic surgery.

Such as the new side rub rail and foot rest that we added to protect the fiberglass body and dash assembly. Coupled with our spring steel bumpers, this new feature gives our car the most protection ever.

Then there's an improved body hold down system to permit easy access to the motor and batteries. Except you probably won't be using it very much. Because what it gives access to is the most efficient and maintenance-free drive system on the market.

There's also an improved speed control system to give you smoother, safer starts. And there's an improved brake system to give you smoother, safer stops.

And you know how some golf cars want to keep on going even after you use the parking brake? The 1972 Pargo isn't one of them. Because we developed a parking system that holds every time.

For comfort and convenience, we also developed a golf bag mount that protects and holds any size golf bag securely every time. We recessed the wheels to keep water and dirt from spraying the golfer. We installed new drink holders and individual accessory pockets. We added a score card holder to the passenger's side.

We even restyled the body, designing it to fit previous Pargo models. And we did a lot more our sales manager would like to tell you about.

For a demonstration and name of your nearest dealer, write Ron Meade at Pargo, Inc., P.O. Box 5544, Charlotte, N.C. 28205. Or call him at (704) 596-6550. No matter what you ask him about Pargo, one thing's for sure: He won't tell you the same story you heard last year.

Pargo, Inc.
SPECIAL BUDGETING AND PLANNING ISSUE

30 The Superintendent's Budget: Predictions 1972
Charles G. Baskin
What increases should superintendents expect regarding costs of labor, supplies, chemicals, repairs and new equipment? Author Charles Baskin estimates cost increases and offers some suggestions on budget preparation.

34 Show Them Where the Money Goes
Ted Smith
An annual display of turf maintenance equipment, steam cleaned and painted, has been an important communication tool for Dominic Thomas at Huntingdon Valley. This display impresses members with the scope and importance of the superintendent's job and helps lower resistance to future purchases of new equipment.

37 The Gypsy Moth Invades Northeast
Jerry A. Olson
The gypsy moth is again defoliating large numbers of trees. GOLFDOM examines the problem and offers suggestions on identification and control.

38 Automatic Irrigation: Within Everyone's Budget
The large capital outlay required for installation of an automatic irrigation system may cause many superintendents to prolong conversion or installation. An automatic irrigation system is within the means of clubs' budgets and will pay for itself in the long run.

40 The Metrics Are Coming!
Fred V. Grau
The proposed conversion to the metric system as a standard of measurement will affect everyone, including golf professionals, club managers and superintendents. Mastery of the system is not beyond most people and it is a precise and constant system.

42 Put a Fashion Show in Your 1972 Plans
Jean Conlon
A fashion show is one of the best ways to promote new stock and attract potential customers into the pro shop. Here is a step-by-step guide to conducting a successful fashion show.

47 Pro Shop Finances, In-depth
Pat Williams
Professionals should think in terms of the total profit picture to get an honest appraisal of how much it costs to run a shop.

54 Budget Preparation: Directions 1972
John Leslie
Today, many factors can influence a budget. The more financially aware a club manager is, the easier economic predictions become.
Johns-Manville
Irrigation Corporation

proudly presents
a totally new concept in
Golf Course Irrigation

BINAR®

BINAR IS A CENTRALLY LOCATED AUTOMATIC IRRIGATION
SYSTEM SPECIFICALLY DESIGNED TO MEET THE MOST DEMANDING
WATERING REQUIREMENTS OF ANY GOLF COURSE. WITH ITS
UNIQUE 2-WIRE CONCEPT, BINAR ELIMINATES THE MAZE OF WIRES
(UP TO 30 MILES) USUALLY ASSOCIATED WITH AUTOMATIC
SYSTEMS. AND, BINAR EVEN ELIMINATES FIELD SATELLITE CON-
TROLLERS. ALL SOLID STATE PROGRAMMERS ARE ENCLOSED IN
THE SUPERINTENDENT'S OFFICE WHERE THEY BELONG . . . OUT
OF THE WEATHER AND AWAY FROM THE TEMPTATION OF
VANDALS . . . ALTHOUGH THE MOST ADVANCED SYSTEM IN THE
INDUSTRY, BINAR IS AMAZINGLY SIMPLE IN DESIGN AND EASY TO
OPERATE. THE ENTIRE SYSTEM IS "PUSH BUTTON" CONTROLLED
AND ECONOMY OF INSTALLATION AND MAINTENANCE IS REDUCED
TO A NEW LOW.
Binar GIVES UNHEARD-OF FLEXIBILITY

Call on any one of four individual watering programs built into every BINAR programmer. Change all timing with one switch, repeat valve operation during a single watering cycle, change valve sequence any time, reprogram the entire system (in about 10 minutes) from one location, use a portable field control unit for those touch-up jobs — and on and on and on!!

NOTE: BINAR has been designed specifically for golf course irrigation only. A system that is flexible enough to meet the superintendent’s most rigid demands for varying turf, soil and weather conditions.

If your course is worth irrigation, it's worth Binap

Why delay — send for our new 6-page 4 color brochure today.

Johns-Manville Irrigation Corporation
Backed by over 100 years of Johns-Manville experience, the producers of Ring-Tite Transite and PVC Pipes. Another J/M Irrigation first.

For more information circle number 230 on card

201-223-5350
that also sweeps turf debris

Got an acre or more of turf to maintain? Then you need the Ryan Grounds Groomer. It dethatches, sweeps and mows large turf areas. Even prepares seed bed for overseeding.

The tractor-drawn Grounds Groomer has vertical blades that slice and literally blow lifted thatch, leaves, twigs, pine needles and cones, and other debris into the big 5-cubic-yard hopper. Even picks up eucalyptus leaves.

Reel is designed to dethatch while mowing. Reel is easily converted for complete flail mowing of rough grass. Reel can be raised or lowered from the tractor seat...and hopper can be dumped. Use the versatile Grounds Groomer all seasons for general turf maintenance.

Write for FREE Ryan Turf Equipment Catalog.
An unbeatable twosome...Harley-Davidson

Harley-Davidson gasoline and electric golf cars are unbeatable no matter how you score them. Both are so quiet, so reliable, so profitable to operate, you’ll wish you had ordered our cars seasons ago. The gas car has an exclusive instant ignition that eliminates idling. Gives you absolute silence on every shot. The electric car has an exclusive two-year warranty on all major electrical components including batteries. Both cars are available with tiller or steering wheel.

Harley-Davidson gas or electric golf cars. The choice is difficult. But that’s the way it is when you’re comparing champions. You really have a choice of one. It’s Harley-Davidson. AMF | HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201.
You wouldn't think this heavyweight could be so light weight.

A 6-battery set of Gould POWER BREEDS® weighs up to 42 pounds less than its hard-rubber brethren. Quite a load to get off your golf car, your turf and your mind.

The weight comes out of the case. We use light, tough, thin-walled Polypropylene that leaves 18% more space inside for more powermakers (lead and electrolyte). And those thin walls are no cause for worry. Polypropylene has 20 times the strength of hard rubber. And we heat/pressure fuse cover and container into a single, virtually inseparable unit.

Of course, light weight isn't the sole reason for POWER BREED being the heavyweight performer it is. Patented Hi-Torque intercell connectors shorten the power path.