

GCSAA to back Ladybird?

With an over-all theme of "Keep America Beautiful," GCSAA will feature the biggest educational program ever.

Dedicated to the theme, "Keep America Beautiful," the 38th International Turfgrass Conference and Show will get under way Feb. 5 at the Washington Hilton Hotel, Washington, D.C., for six days of educational assemblies, equipment displays and other activities.

The jam-packed conference program will feature seven assemblies, "Keep America Beautiful," "Management Techniques," "Advancement in Research," "Better Equipment Care," "Something Old, Something New," "Turfgrass Sod" and "Porridge Pot." There will be three special panel discussions with eminent panelists from all over the country, moderated by leading course superintendents. More than 25 important speakers will review topics ranging from shade grass maintenance to water sources and rights.

Exhibitors' booths will be located in the hotel's 20,000-sq.-ft. exhibit area, and will display major new products and turf equipment. Tours of the capital, dinners, dances and many other activities will add "spice" to the program. There will be special activities for the ladies while the men attend the educational assemblies or view the new products at the exhibition.

The complete educational program follows; day-by-day activities are on page 44 and a list of exhibitors starts on page 46.

1st EDUCATIONAL ASSEMBLY

Monday, Feb. 6, 9 - 11:30 A.M.

"KEEP AMERICA BEAUTIFUL"

Chairman: Norman W. Kramer, co-chairman, Education Committee; director GCSAA; superintendent, Point

O'Woods Golf and Country Club, Benton Harbor, Mich.

"The Influence of Light on Growth Responses in Plants and Animals." film and talk by John Ott, chairman and executive director, Environmental Health and Light Research Institute, Sarasota, Fla.

"How Our Government Functions," Congressman Edward Reineke, 27th District, California.

2nd EDUCATIONAL ASSEMBLY

Monday, Feb. 6, 1:30 - 4:50 P.M.

"MANAGEMENT TECHNIQUES"

Chairman: Sheldon R. Betterly, superintendent, Chantilly National Golf and Country Club, Centreville, Va.

"How to Formulate a Plan" Panel

"Track Down Your Hidden Costs," Richard H. Eichner, superintendent, Santa Ana CC, Santa Ana, Cal.

"Be a Better Leader," Richard Blake, superintendent, Mount Pleasant Country Club, Boylston, Mass., also a GCSAA director.

"Don't Say It—Write It," Warren Bidwell, superintendent, Philadelphia Country Club, Gladwyne, Pa.

"Give Your Man a Faster Start," Stanley E. Metsker, superintendent, Boulder Country Club, Boulder, Col.

"Keeping Control," Dr. Paul Sartoretto, president, W. A. Cleary Corp., New Brunswick, N.J.

"Management Techniques from Golf Courses Around the World," Howard R. Taylor, Carling's Brewery, Cleveland, Ohio.



The imposing Washington Hilton, Washington, D.C., (above) will be the site of the 38th International Turfgrass Conference and Show.

3rd EDUCATIONAL ASSEMBLY

Tuesday, Feb. 7, 2 - 4 P.M.

"ADVANCEMENTS IN RESEARCH"

Chairman: Dr. M. H. Ferguson, director, Mid-Continent Region and national research coordinator, U.S.G.A. Greens Section, Texas A&M University.

"British and American Turfgrass Disease Problems," Dr. Noel Jackson, assistant professor of plant pathology, University of Rhode Island.

"Turf Quality and Disease Resistance with Nitrogen Fertilizer," Dr. Eliot Roberts, professor agronomy and horticulture, Iowa State University

"Phosphorus and Its Relations," Dr. Felix Juska, turf research agronomist, Agricultural Research Service, U.S. Department of Agriculture.

"Soil Mixture Report for Greens," Dr. Joseph Duich, professor of agronomy, Pennsylvania State University.

"Shade Grasses and Maintenance," Dr. James Beard, Department of Crop Science, Michigan State University.

4th EDUCATIONAL ASSEMBLY

Wednesday, Feb. 8, 9 - 11 A.M.

"BETTER EQUIPMENT CARE"

Chairman: L. R. Shields, Jr., GCSAA president emeritus, superintendent, Woodmont CC, Rockville, Md.

Session of work shops on equipment

maintenance to be held continuously all morning.

5th EDUCATIONAL ASSEMBLY

Thursday, Feb. 9, 9 - 11:30 A.M.

"SOMETHING OLD, SOMETHING NEW"

Chairman: Paul Weiss, Jr., superintendent, Concord Country Club, Concordville, Pa.

"Proper Topdressing Materials," James Smith, Sr., president, Fertl-Soil Company, Rahway, N.J.

"New Techniques" Panel

Moderator: Robert Miller, E.I. duPont de Nemours & Co., Wilmington, Del.

"Useful Tips," Alexander M. Radko, director Eastern Region, U.S.G.A. Greens Section, Highland Park, N.J.

"Construction and Design," Joseph Williams, superintendent, Shorecliff Country Club, San Clemente, Cal.

"Irrigation Techniques," Russell Roberts, Russell Roberts Co., Gaithersburg, Md.

"Stolonizing," William Nuessle, superintendent, Lake Marcos Country Club, San Marcos, Cal.

"Peat Classifications," Dr. James Watson, directory Agronomy Division, Toro Manufacturing Co., Minneapolis.

6th EDUCATIONAL ASSEMBLY

Thursday, Feb. 9, 1 - 4 P.M.

continued on next page

DAILY HIGHLIGHTS OF

	SUNDAY, FEBRUARY 5	
Registration	Concourse Area	1:00 p.m.-on
Host Booth Opens	Magazine Alley (East Balcony International Ballroom)	1:00 p.m. all day
Optional Tours of City Ladies Hospitality Center opens	Terrace Lounge Area	1:00 p.m.
Association Planning Committee Meeting	Military Room	4:00 p.m.
	MONDAY, FEBRUARY 6	
Quarter Century Club Breakfast	Hemisphere Room	8:00-9:15 a.m.
Press and Speakers Luncheon and Reception	Military Room	12 Noon
Advisory Committee Meeting (Session 1)	Crystal Room	1:00-3:00 p.m.
	TUESDAY, FEBRUARY 7	
Past President's Breakfast	Georgetown West	8:30 a.m.
Official Opening of Exhibits	Exhibition Hall	9:00 a.m.
Delegates Meeting (Session 2)	Jefferson East	11:00-12:00 Noon
Green Chairman Reception and Luncheon	Jefferson West	12 Noon-1:30 p.m.
Ladies Activities	VIP Tour of White House, Tour of down- town Washington, state capitol, etc.	8:00-5:00 p.m.
Advisory Committee Meeting (Session 2)	Crystal Room	3:30-5:00 p.m.
Ladies Activities	Gay 90's Party	9:00-12:00 p.m.

"TURFGRASS SOD"

Chairman: Eugene D. Johanningsmeier, agronomist, Hiram F. Godwin and Son, Inc., South Lyon, Mich.

"Merits of Vegetative Establishment," Ben Warren, president Warren's Turf Nursery, Palos Park, Ill.

"News of Sod Production" Panel.

"Techniques of Sod Production," Dr. Henry Indyk, extension specialist in turfgrass management, Rutgers U.

"Specifications For Sod," Wiley Miner, president, Princeton Turf Farms, Inc., Mamaroneck, N.Y. •

"Certification of Sod," Dr. J. L. Newcomer, asst. professor grain crops, University of Maryland.

"Sprigging and Plugging" Panel

"Techniques of Producing Sprigs and Plugs," Tobias Grether, president, California Turf Nurseries, Patterson.

"Care of Harvested Grass," Wade Stith, manager, Lynde and Rowsey Nurseries, Muskogee, Okla.

"Techniques of Sprigging and Plugging," J. E. Ousley, president, Ousley Sod Nursery, Pompano Beach, Fla.

1967 TURFGRASS CONFERENCE

WEDNESDAY, FEBRUARY 8

Industrial Relations Committee		
Breakfast and Meeting	Crystal Ballroom West	8:00 a.m.
Exhibits open	Exhibition Hall	9:00 a.m.
Mower-Grinder Demonstration	Thoroughbred, Hemisphere, Military Rooms	9:00 a.m.-2:00 p.m. Weds. Thurs.
Annual Membership Meeting	Grand Ballroom	9:30-11:30 a.m.
Ladies Activities	Luncheon-Congressional CC, Bethesda, Md. Guest Speaker from the State Department	1:15 p.m.
Delegates Meeting (Session 3)	Jefferson East	11:30 a.m.-12:30
Father, Son and Son-in-Law Luncheon	Georgetown Room	12:30-2:00 p.m.
Annual Membership Meeting, Election	Grand Ballroom	2:30-4:30 p.m.
Ladies Activities	Taping of TV Broadcast "Inga and Mark"	10:30-1:00 p.m.
Chapter Secretaries Luncheon	Crystal Ballroom West	12:00 Noon
Sod Producers' Luncheon and Forum	Crystal Ballroom East	12:00-4:00 p.m.
THURSDAY, FEBRUARY 9		
Exhibits open	Exhibition Hall	9:00 a.m.-5:00 p.m.
Exhibits close	All Exhibit Areas	2:00 p.m.
Annual Banquet	Grand Ballroom	7:00 p.m.
FRIDAY, FEBRUARY 10		
Ladies Activities	View TV Show "Inga and Mark"	9:30 a.m.
Conference closes		12 Noon

7th EDUCATIONAL ASSEMBLY

Friday, Feb. 10, 9 - 11 A.M.

"PORRIDGE POT"

Chairman: Dave Mastroleo, president, Southern California GCSA, superintendent-manager, Fox Hills Golf Club, Culver City, Cal.

"Should We Diversify?," David Moote, GCSAA past president, superintendent, Rosedale Golf Club, Toronto.

"Water—Sources and Rights," Ted Rupel, GCSAA past director, superintendent, Cherry Hills Country Club, Englewood, Cal. •

"Is Crabgrass Here to Stay?," Dr. Ralph Engel, professor of turf management, Rutgers University.

"Newer Insects—Newer Emphasis," John Schread, Department of Entomology, University of Connecticut.

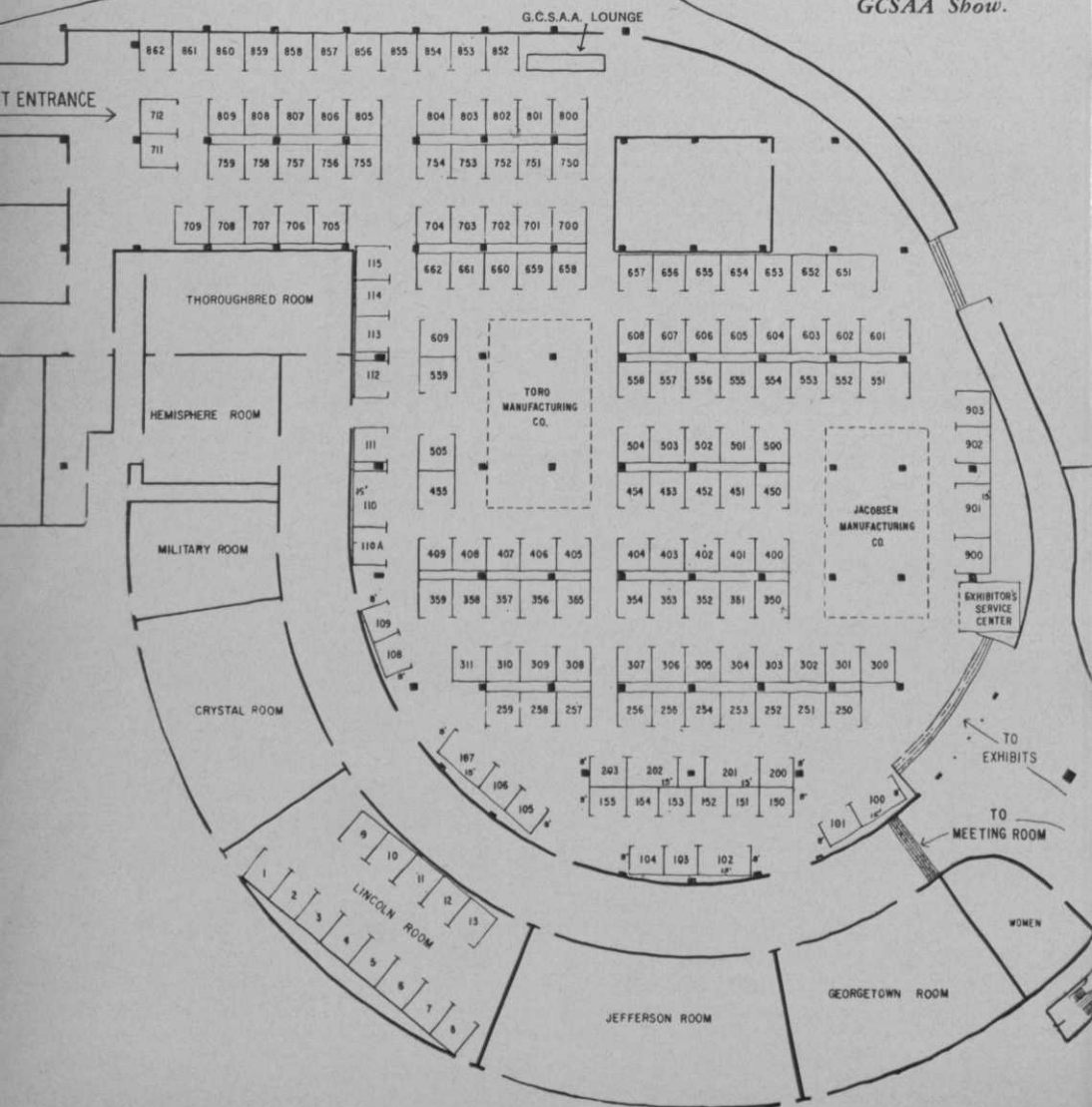
"Irrigation News," Holman Griffin, northeastern agronomist, U. S. G. A., Eastern Region, Highland Park, N.J.

Conference Summation, Sherwood Moore, GCSAA past president, superintendent, Winged Foot Golf Club, Mamaroneck, N.Y.

GCSAA LIST OF EXHIBITORS

COMPANY	BOOTH	COMPANY	BOOTH
AGRICO CHEMICAL CO. Carletet, N. J.	559	AQUA-DIAL P. O. Box 1325, Newport Beach, Cal. Controllers, sprinkler heads and valves. Joe Wampler, sales manager; Robert F. Harper, regional manager.	355-6
ALFCO ROKEYE CO., INC. Marietta, Ohio	250	AQUATROLS CORP. OF AMERICA 217 Atlantic Ave., Camden, N. J. Aqua-Gro, Aqua-T, Aqua-Gro granular, Stoma-Seal. Robert A. Moore, president; Robert W. Oechsle,	455
Fungicides, herbicides, insecticides, wetting agents, liquid fertilizers, soluble fertilizers. E. Whitaker, president; K. B. Turner, Jr., vice president; Paul Kerr, Ralph Gress, sales reps.	859		<i>continued on page 109</i>
AMERICAN RESEARCH CORP. Toledo, Ohio			

Floor plan of Exhibition Hall at the Washington Hilton Hotel set up for GCSAA Show.



GCSAA EXHIBITORS

continued from page 46

- | | |
|---|------------|
| COMPANY | BOOTH |
| vice president; Rogert Test, Edward J. Moore. | |
| ARMOUR AGRICULTURAL CHEMICAL | 662 |
| P. O. Box 1685, Atlanta, Ga. | |
| Golf course fertilizers. | |
| Tee-Green, Tournament and Vertamate fertilizers, Vertagard fungicides, turf pesticides. | |
| U. H. Heflin, sales manager; M. W. Tustian, sales manager; J. A. Fitzpatrick, Frank Smith, Clarke Fenimow, Russ Hancock, Ed Dewinger, Tom Bendreux, Tom Malamphy, salesmen. | |
| JOHN BEAN EASTERN DIV. | 110-A, 111 |
| 1305 S. Cedar St., Lansing, Mich. | |
| John Bean sprayers and turf equipment. | |
| William Slade, district sales manager; W. E. Young, Jr., regional sales manager. | |
| F. W. BOLGIANO & CO. | 9 |
| Washington, D. C. | |
| BORDEN CHEMICAL | 852 |
| 51000 Virginia Beach Blvd., Norfolk, Va. | |
| Greens and fairways fertilizer. | |
| B. A. Heskett, area manager; Ron Strobes, Rosser Howard, sales supervisors; John Harper, John McCloud, turf consultants. | |
| BRIDGEPORT IMPLEMENT | 806 |
| P. O. Box 491G, Stratford, Conn. | |
| Pixtone mechanical stonepicker. | |
| Thomas G. Parady, president; Edna W. Parady, secretary; Carl E. Wald, Fred Adams. | |
| BROYHILL COMPANY | 754 |
| N. Market Sq., Dakota City, Neb. | |
| Spra-Mate sprayer. | |
| Carl E. Keiser, sales manager; Roy F. Broyhill, president. | |
| BUCKNER INDUSTRIES | 105-7 |
| Fresno, Cal. | |
| BUNTON COMPANY | 854-6 |
| 4303 Poplar Level Rd., Louisville, Ky. | |
| Bunton mowers and trimmers. | |
| Herbert F. Bunton, president; Tom Jeffries, Ray Carter. | |
| CARLON PRODUCTS CORP. | 705 |
| Cleveland, Ohio | |

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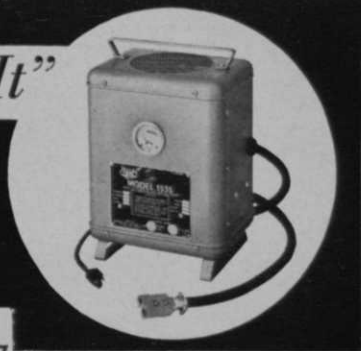
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CAST IRON PIPE RESEARCH Chicago, Ill.	252
CERTAIN-TEED PRODUCTS Lea Building, Ambler, Pa.	303-4
Certain-Teed Fluid-Tite asbestos-cement irrigation pipe.	
J. R. Reichel, vice president-sales, Pipe Div.; E. J. Finn, marketing manager, irrigation pipe; J. C. Affleck advertising director, Pipe Div.	
CERTIFIED LABORATORIES P. O. Box 2493, Ft. Worth, Tex.	756
Fertilizers, weed killers, penetrating agents, chelated irons, turf chemicals.	
Martin Gerstell, Sherwin Schilling, Ray Murray, Bob Fulgham.	
CHAMPION COMPANY 400 Harrison St., Springfield, Ohio	110
Champion Do-All trailer.	
G. L. Slack, sales manager; William McNabb.	
CHIPMAN CHEMICAL CO. Bound Brook, N. J.	801-2
W. A. CLEARY CORP. Box 749, New Brunswick, N. J.	657
Cleary products for turf—PMAS, Caddy, Thimer, Methar, MCPP, Spotrete, Allwet, Clear-Spray.	
Dr. Paul Sartoretto, Leo Cleary.	
COLORO-SPRAY CORP. Philadelphia, Pa.	601
COLUMBIA CAR CORP. P. O. Box 336, Charlotte, N. C.	706
New Empire Line Pargo service/personnel cars. Aubrey Wright, sales manager; Ronnie Riggs, regional sales manager.	
CONTAINER DEVELOPMENT Watertown, Wis.	255-6
Lewis line tee station, ball washers, flags, poles, tee and green equipment.	
Bill Cook, sales manager; Rick McIntyre, advertising director; Milton Frater, vice president.	
COOPER MFG. CO. 411 S. First Ave., Marshalltown, Iowa	808
Cooper Champion greensmower, Cooper power mower.	

COMPANY	BOOTH
R. L. Kerker, sales manager; E. J. Crane, G. B. Niebling.	
CRESCENT PLASTICS, INC.	656
955 Diamond Ave., Evansville, Ind.	
Cresline plastic pipe and fittings for irrigation.	
E. S. Schreiber, vice president-sales; J. H. Zirkelbach, manager technical services.	
CUSHMAN MOTORS DIV.	750-3
920 N. 21st St., Lincoln, Neb.	
Utility turf vehicles and personnel transportation for use at golf courses.	
Atlee Stephan, sales manager; Joe Mitchell, assistant sales manager; Tom McGraw, Eastern regional manager; George Dabney, John Smith, Frank Higgins, dist mgrs.	
DATONO PRODUCTS DIV.	809
Dayton, Ohio	
DIAMOND ALKALI CO.	103
Cleveland, Ohio	
E. I. DU PONT DE NEMOURS	405-6
1007 Market St., Wilmington, Del.	
Uramite ureaform fertilizer, Tupersan siduron weed killer, Tersan 75 and Semesan thiram and turf fungicides, Tersan OM turf fungicide.	
W. J. Lewis, product manager; R. T. Miller, technologist, J. J. Hurley, D. K. Denney.	
ELANCO PRODUCTS CO.	758
Indianapolis, Ind.	
ETHYL CORP.-VISQUEEN DIV.	358-9
New York, N. Y.	
E-Z-GO CAR DIV. TEXTRON	352-3
Augusta, Ga.	
E-Z RAKE, INC.	807
Acton, Ind.	
FEBCO, INC.	104
Sun Valley, Cal.	
FOLEY MFG. CO.	708
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FORD TRACTOR DIV.	150-5, 200-3
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| FUTURUS, INC.
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| GIANT-VAC MFG. CORP.
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| GOODALL MFG. CORP.
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E. M. Andersen, sales manager; Robert A. Martin, Walt Holiman, T. L. Reese. | 707 |
| HARDIE SPRAYERS DIV.
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COMPANY	BOOTH
H. D. HUDSON MFG. CO. 589 E. Illinois St., Chicago, Ill. Sprayers and dusters.	108-9
D. H. Anderson, asst. sales manager-power sprayers; V. K. Rawitzer, sales manager; H. L. Jorgenson, C. B. Baldrige, E. W. Rathell, J. W. Parke.	
INTERNATIONAL HARVESTER Chicago, Ill.	308-11
JACOBSEN MFG. CO. 1721 Packard Ave., Racine, Wis.	Zone A

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ager; K. Weill, commercial products service
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|---|--------|
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| Bridgeport, Conn. | |
| MALLINCKRODT CHEMICAL | 556-7 |
| 3600 N. Second, St. Louis, Mo. | |
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| Stan Frederiksen, manager-turf products; Bill Small; Jack Berilla, Bill Mercer, Wayne Ahlstrom, Jack Thomas. | |
| MASSEY-FERGUSON | 651-53 |
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| McCUNE IRRIGATION | 858 |
| Youngstown, Ohio | |
| MILWAUKEE SEWERAGE COMMISSION | 102 |
| P. O. Box 2079, Milwaukee, Wis. | |
| Milorganite. | |
| Charles G. Wilson, sales manager and agronomist; Ray D. Leary, chief engineer and general manager; James M. Latham, agronomist; Robert J. Welch, advisor-turf bureau. | |
| MOCK SEED COMPANY | 860 |
| Pittsburgh, Pa. | |
| MOODY SPRINKLER CO. | 302 |
| Arcadia, Cal. | |
| F. E. MYERS & BRO. CO. | 709 |
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| Myers 6310-4ET2 "Pillows of Air" golf power sprayer. | |
| E. E. Bates, marketing manager-power sprayers; F. E. Hitchcock, power sprayer specialist. | |
| NATIONAL CHEMSEARCH | 5 |
| Irving, Tex. | |
| NATIONAL MOWER CO. | 305 |
| St. Paul, Minn. | |
| NORTH POINT, INC. | 2 |
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| OIL-DRI CORP. OF AMERICA | 251 |
| 520 N. Michigan Ave., Chicago, Ill. | |
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| Woodrow A. Jaffee, sales manager; H. Stark, William Pennell, district representatives. | |
| ORANGEBURG MFG. CO. | 861 |
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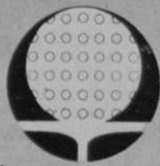
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