

NEWS OF THE INDUSTRY

JI Case annual report

Net sales of the **JI Case Company** for 1969 were \$430,793,620 compared with \$357,001 for the previous year. Comparable earnings figures were \$2,411,983 in 1969 and \$3,591,620 for 1968. J. L. Ketelsen, president and chief executive officer and N.W. Freeman, chairman of the board, stated, "the financial results of this past year were not satisfactory." They indicated that three factors had a major impact on the results: escalating costs of borrowing money; costs involved in introducing a new agricultural tractor line, and continued decline of farm equipment sales beyond the anticipated level. Steps to correct the situation include further lowering of inventory, curtailing overhead, reducing costs and improving profit at all operation levels.

Under one roof

The executive directors and executive secretaries who administer the affairs of the North American Continent's approximate 200 national, state, district and local golf associations will meet in Tucson, Ariz., February 18 through 20 to conduct business and to become charter members of the newly-organized **International Assn. of Golf Administrators**. The organization was formed to promote and conserve the best interests and true spirit of golf.

Attending the meeting will be P.J. Boatwright, executive director, United States Golf Assn.; Bob Creasey, executive director, Professional Golfers' Assn. of America; Ken Emerson, executive director, National Club Assn.; and Ben Chlevin, executive director, Golf Course Superintendents of America. Additionally, the administra-

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let Mock help you **TURN ON THE GREEN**

We'll confess that we're one of those "over 30 squares" . . . we have difficulty communicating with the younger generation.

A good explanation for this might be that we've been busy helping folks like you with their turfgrass program or problems. For over a quarter of a century we've been preoccupied with providing our customers with ideas for better turfgrass growth and management.

But just to prove that there's no "generation gap" in our product line, we call your attention to these Mock specialties: Pelo Perennial Ryegrass; Manhattan Perennial Ryegrass; Fylking Kentucky Bluegrass; and Prato Kentucky Bluegrass.

For ideas and service 1970 style, call on Mock—the grass specialists. Phone or write for special prices.

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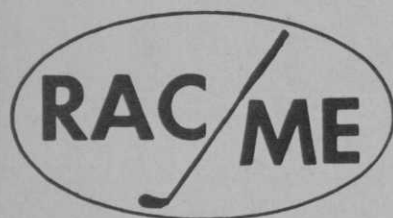
1. Requires NO permanent work force
2. Is strictly a cash business
3. Lets you grow at your own pace
4. Is fun to manage
5. Gives you a minimum 25% return on your investment annually

Personal interviews are now being arranged for state and local franchise areas. If you are interested in remarkable earnings, write to:

ATTENTION: Golf pros and club managers—this is an excellent extra income opportunity. Write for name of "Mulligan" franchisee in your area.

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Ferrule for golf club grips

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Anyone can install in seconds—no skill or experience required. The **only** ferrule that stretches intact over the large end of a bare shaft and returns to shape.

Made of good-looking, thoroughly baked black vinyl, the Grip-Gard Sleeve* removes forever the problem of wrinkled tapes and jagged ends when replacing golf club grips. Its taper is specially designed to fit the shaft and grip of any iron or wood. No glue required.

Inexpensive to buy, easy to install—builds customer good will. Grip-Gard Sleeves have been used on thousands of repaired golf club grips by some of the largest golf repair shops in the country.

*Patent Pending



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NEWS

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tors of about 50 other state, district and local associations will attend.

Condominiums going up on PGA National

A \$5.5 million, 160-unit condominium complex, **The Longwood**, is being erected on a 10-acre site on the PGA National GC, Palm Beach Gardens, Fla. Building the project are Edelpi Builders, Inc., of Miami and West Palm Beach. Model apartments are now open for inspection.

The dwellings are designed for about 16 apartments per cluster and surround a man-made lagoon. All apartments have their own front porches and most have a view of the PGA course.

Steiniger receives Green Section Award

Eberhard R. Steiniger, Laurel Springs, N.J., has been named recipient of the 1970 Green Section Award of the United States Golf Assn. The award is presented annually in recognition of distinguished service to golf through work with turfgrass.

Presently, Mr. Steiniger is the golf course superintendent at Pine Valley GC, Clementon, N.J. An early experimenter with adaptation of turfgrass, he was instrumental in selecting the C-7 Co-hansey strain of creeping bentgrass that has been widely used on golf courses.

Professional Golf reports sales up, earnings down

Professional Golf Company reported record sales of more than \$16 million for its fiscal year ended September 30, 1969. At the same time, the firm reported earnings below 1968 levels.

Net sales for fiscal 1969, including contributions from acquisitions for certain periods, were \$16,069,374 compared with \$9,622,429 for the same period in 1968. Net income was \$384,297 compared with \$440,144 for 1968. Ralph J. Thompson, president of the company, characterized the year as "disappointing."

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Highland Bent the NATURAL TEE



Highland Colonial Bent is the fine-bladed luxury grass that provides the thick, deep green carpet demanded by today's golfers.

In a mixture or alone, Highland Bent helps provide that natural tee your golfers want. Remember, Highland is one of the most economical of the fine-bladed grasses.

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2-70

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COMING EVENTS

**Professional Golfers' Assn.
Business School I**, Holiday
Inn North, Sharonville, Ohio,
March 8-13.

**Maine Mid Winter Turf Con-
ference**, Steer Inn Motor
Lodge, South Portland, Maine,
March 18-19.

**Professional Golfers' Assn.
Business School I**, Bellemont,
Motor Hotel, Baton Rouge,
La., March 22-27.

**Rocky Mountain Golf Manage-
ment Seminar**, Boulder Coun-
try Club, Boulder, Colo.
March 30.

Annual Hardware Show, Coli-
seum, New York City, October
12-15.

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Plans finalized for Amermex

Final plans to form a new Florida corporation, **Amermex**, for the purpose of promoting tourism in Yucatan, Mexico, were made at a meeting in Merida, Yucatan.

The first and exclusive project to be handled by Amermex will be the international sales of memberships to the new Club La Ceiba, the first golf and country club on the Yucatan peninsula. Nine of the 18 championship holes have been completed at the club, which will consist of a 215-acre golf course surrounded by 200 acres of private villas and estates. Planned for the future are an American golf professional, an Olympic-sized swimming pool, tennis courts, a putting green and driving range, sauna baths and massage parlors, hotel facilities, banquet facilities and a 10,000 square foot cocktail lounge. Sales promotions for charter memberships will be directed at first to members of leading country clubs in Florida.

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