

NEWS OF THE INDUSTRY

USGA conference: the time for change is now

Dr. Fred Grau kicked off this year's seminar session of the United States Green Section Conference by calling for changes in the following areas of turf management.

- The present English measurement system is "archaic"; the metric system is inevitable.

- Turfgrass is behind in tax benefits, and owes a large part of its progress to private funding. Through a unified voice, tax benefits can be increased.

- The pollution problem must be solved.

- The use of sewerage effluent water to irrigate turfgrass areas must be learned to conserve water.

- New methods of mowing must be developed, including the possibility of treating turf with growth regulators to reduce mowing costs.

Other speakers, elaborating on the conference's theme, "The Budget and the Satisfied Golfer," stressed the importance of using new technology to help reduce rising budgets, keeping abreast of developments in course operations, supporting turfgrass research and mechanizing turf operations.

During the afternoon session, Tom Mascaró (below), vice president of Kearney-National, Inc., received the 1971 Green Section Award "in recognition of distinguished service to golf through work with turfgrass."



Harley-Davidson expands sales program

Harley-Davidson Golf Car Div. has added three new district managers, which will "provide more dealer assistance and increased factory guidance for golf clubs and courses in their fleet operations." The new managers are Robert Murray, Warwick, R.I.; David Warren, Fishersville, Va., and Ron Edmondson, Jackson, Mich.

Acushnet to sponsor TV tournaments

Acushnet Company has signed an agreement with ABC-TV, New York, for major sponsorship of four televised golf tournaments next year: the PGA, U.S. Open, British Open and Tournament of Champions. Acushnet's commercials will explain the merits of purchasing golf equipment through pro shops and will feature the Titleist golf ball, woods and irons to an estimated 127,000,000 golf-minded viewers.

DiFini ensembles worn at PGA Championship

For the first time at the National PGA Championship, the official marshals, golf hostesses and scorekeepers wore official ensembles designed exclusively by **DiFini Originals** for this major event. Officials sported bright red slacks coordinated with white and red shirts topped with white orlon sweaters embroidered with the 53d PGA emblem. Golf hostesses and scorekeepers wore red polyester doubleknit pant suits (red vest worn over long-sleeve white nylon shell with slip-on matching pants) with the PGA emblem embroidered on the pocket.

Shakespeare enters ski market in U.S. and Canada

Shakespeare Company announced an agreement with Elan Ski Company to market the firm's complete ski line in the United States and Canada. The Elan agreement marks the entry of Shakespeare into the North American ski market. The Yugoslavian firm is the second largest ski manufacturer in the world.

Shakespeare manufactures golf equipment, archery equipment,

fishing tackle, saddlery, electric fishing motors and other recreational product fields, particularly those involving fiberglass technology.

AMF receives tenders for Head stock

AMF, Inc., has received tenders for about 90 per cent of the outstanding common shares of Head Ski Company. AMF is obligated to purchase all shares properly tendered, and as of January 18, it had paid for 991,952 shares of Head Ski. AMF's tender offer at \$13.50 a share, originally made in December and extended twice, expired January 18. The American Stock Exchange suspended trading in Head Ski on January 15 because less than the required minimum of 150,000 shares was in public hands.

Hahn re-acquired by former owners

Former owners Jack and Lloyd Hahn have re-acquired the **Hahn Div.** of Kearney-National, Inc. The 1969 Hahn/Kearney-National merger ended in December for a consideration "in excess of \$8 million in cash and notes." All of the original Hahn assets, including the Hahn-West Point Div., were re-acquired by the Hahn brothers as was the Hahn-Eclipse Div. and the Hahn Agricultural Products Div.

Everything's OK

The Emblem Specifications Committee of the **Professional Golfers' Assn.** approved **PGA-Victor Golf's** 1972 golf equipment line. Mark Cox (left), PGA Victor president, hosted the day-long meeting with PGA officers (left to right) William Clarke, secretary; Warren Orlick, president, and Henry Poe, treasurer, and other officers of the committee.



(Continued on page 49)

Chemical industry at crossroads

Speaking at the Texas Turfgrass Conference at Texas A & M, Dr. **David Watson**, director, Product Development Div., Velsicol Chemical Corp., characterized the chemical industry as "at the crossroads of pesticide development." He added, "A frequent question . . . of many prominent companies basic in the manufacture and sales of pesticides is whether or not to continue in the business."

He emphasized the relevancy of the topic to the turfgrass industry because that industry is directly involved, "whether you like it or not . . . the increased cost of pesticides will change the economics of your industry."

Contrary to popular beliefs, the chemical industry will not always be able to produce new and better pesticides because costs have soared and regulatory requirements have become increasingly complex, surpassing those used for drugs for human consumption, Watson continued.

"Chemical producers," says Watson, "are not advocating that everything relative to pesticides is right, but we are saying the problems that do exist can be solved." He added that each pesticide should be evaluated on its own merits or demerits and not according to classes of compounds.

American Hoechst acquires Stauffer interest in Hoechst Polymer Corp.

Stauffer Chemical Company's 50 per cent interest in **Stauffer Polymer Corp.**, Delaware City, Del., has been purchased by **American Hoechst Corp.**, Bridgewater, N.J. The purchase price was not disclosed. The company will be known as Hoechst Polymer Corp.

Stauffer Hoechst Polymer Corp. was organized in 1964 as a joint venture between Stauffer and Farbwerke Hoechst of Frankfurt, Ger. It produces rigid polyvinyl chloride (PVC) film and sheeting, polyester monofilament and polyester tubing.

Toro West Coast distribution undergoes change

Toro Mfg. Company of Minneapolis announced a change in the Cali-

fornia and western Nevada distribution for the company's Moist O'Matic underground sprinkler systems.

The Swanson Company of Fresno, Calif., will handle the 10-county area surrounding Fresno. Distribution for the sprinkler equipment in 12 counties of northern California and for 4 counties in Nevada will be handled by Western Toro, Burlingame, Calif., distributors of sprinkler equipment for the remainder of northern California. The Brady-Holmes Company of Sacramento continues to distribute the institutional mowing equipment for all 26 counties.

Burton changes marketing program

Two major changes in the over-all marketing program at the **Burton Mfg. Company** have been announced. In addition to their own line of golf bags, carryalls and headcovers, Burton will handle the United States distribution for Penfold balls and gloves and Morton Knight golf apparel. Heading up the sales efforts for these new products and for Burton Bags, will be Gene Bowser as vice president, sales and marketing. Bowser formerly was national sales manager of the golf division of Uniroyal, Inc.



TIRES FOR TURF

The care of the turf is the most important single problem facing both the greenskeeper and the pro! It isn't the "walkers" that make the difference, it's the *riders*. Carlisle—America's largest producer of tires for off-the-road use—treats your turf tenderly by providing a complete selection of replacement tires specifically designed to match your need—golf carts, mowers, trailers, and power equipment. See your Carlisle dealer . . . he knows Carlisle tires, and Carlisle tires know your turf!

CARLISLE
TIRE & RUBBER DIVISION
Carlisle Corporation/Carlisle/Pa. 17013

For more information circle number 208 on card