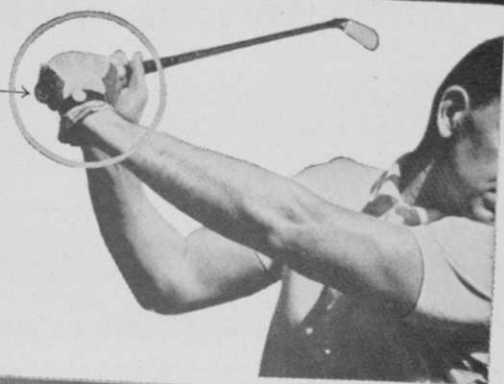


The new **Super Grip** glove that will improve your game!



(READING TIME: 88 SECONDS)



**1. NEW CONFIDENCE** when you address the ball. Now, you can relax. The club can't slip in your hand when you're wearing Edmont's new Super Grip Golf Glove. Its special vinyl-treated palm grips tight to give you that "long ball" feeling.



**2. BETTER CONTROL.** Hitting that narrow fairway or punching an iron dead on the pin, Super Grip helps you keep the firmness you want, helps you keep your shot on target. Won't slip. Can't slip... even when wet... even in a downpour.



**3. ADDED COMFORT.** No more sticky, sweaty palms. Normal hand movements pump cooling air through hundreds of tiny stretch-open pores. No perspiration dry-out as with leather. Your Super Grip stays soft and comfortable.



**4. SNUG FITTING.** Super Grip's nylon mesh back and special knit liner stretch for easy on and off, yet assure snug fit while you're playing. Unique lifetime Velcro® wrist strap is adjustable, fits perfectly. Can't jam, stretch or snap loose.



**5. LONG WEARING.** Vinyl-treated palm lasts and lasts. Resists perspiration and club-handle friction. Stress areas triple stitched for added life. And your new Edmont Super Grip is machine washable, too. Won't shrink, fade or lose its grip.



**6. HANDY BALL MARKER** snaps on wrist strap. Convenient, always ready to use, saves digging in pockets. Look for the new Edmont Super Grip Golf Glove at your pro shop. Choice of colors. Sizes for men and women. About \$3.



Hundreds of tiny stretch-open pores keep palm cool.

**Super Grip Golf Glove** by **Edmont**

AT YOUR PRO SHOP. ABOUT \$3 • Made by the makers of Green Thumb garden gloves

**Edmont** inc. COSHOCTON, OHIO

I want to make more money this year. Send me all the facts on your new Super Grip Golf Gloves. No obligation, of course.

Name \_\_\_\_\_

Club Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Attending the American Society of Golf Course Architects' 1964 meeting in Palm Springs, Calif. in February were front row, l to r) Mark Mahanna, Miami, Fla.; William B. Langford, Chicago, Ill.; Ellis Maples, Whispering Pines, N.C.; Robert F. Lawrence, pres., Tucson, Ariz.; Floyd Farley, sec., Oklahoma City, Okla. In the back row are: Ralph Plummer, Fort Worth, Tex.; William F. Gordon, Doylestown, Pa.; Robt. Trent Jones, Jr., Palo Alto Calif.; Arthur Jack Snyder, Scottsdale, Ariz.; William H. Neff, Salt Lake City, Utah; Ferdinand Garbin, Export, Pa.; William F. Bell, Pasadena, Calif.; David W. Gordon, Doylestown, Pa.; and C. E. Robinson, Toronto, Canada. Not shown but at the meeting was Lawrence Hughes, Palm Desert, Calif.

## Car Manufacturers Complete Basic Phase of Getting Organized

Five new golf car manufacturers joined The American Golf Car Manufacturers Association at the organization's meeting, Jan. 31, at the PGA National Golf Club in Palm Beach Gardens, Fla. The association's roster, including manufacturers unable to attend the January meeting but on record as being interested in joining the group, promises a future membership representing a majority of the golf car industry's total annual production.

Following are the association's officers: President — Aubrey Wright, Columbia Car Corp.; Secretary — David Metcalf, Versal, Inc.; Treasurer — William A. Dolan, Jr., with John Bozarth, Jato Mfg. Co. Edward Mardigian, Mardi-Car Corp., and Robert E. Schuler of The Huffman Mfg. Co. are directors.

### Constitution Is Adopted

In reviewing the association's progress since its formation in Denver, Colo., in 1963, Wright reported on the executive committee's work with the organization's counsel in developing a constitution and by-laws. These were accepted at a meeting of officers and the committee last

August. As mentioned in the approved constitution, one of the prime purposes of the AGCMA is "to foster, improve, and promote the golf car industry, and to promote education in the use of and safe operation of golf cars."

With the basic organization groundwork completed, the next move of AGCMA is to enlarge its membership.

Referring to the establishment of an association office and hiring a person to run it, Wright reported that many applications resulting from the placement of an advertisement for an executive secretary had been received. There is difficulty in appraising them, however, without personal interviews.

### Management Services Offered

Robert H. Kellen of Smith, Bucklin and Associates Inc. a professional management firm specializing in serving industry trade associations, told the AGCMA that his company supplies managers to work under the supervision of the association's officers, directors and members, maintaining the same relationship with outside interests as any other executive secretary.

Briefly reviewing the advantages of a multiple management organization, Kellen told of the group of executives widely experienced in business and association management his firm could bring to an industry. Detailed information on Smith, Bucklin and Associates' services were in-

*(Continued on page 148)*

# Ask an Electrical Engineer to compare Harley-Davidson

high quality electric car features against any others.

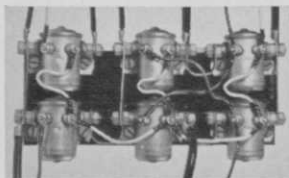
When you specify Harley-Davidson, gasoline or electric, you're buying the only brand in which every major component has been engineered and developed expressly for golf car use.

You're also buying an exclusive "brand" of fleet service . . . with over 60 years experience . . . provided to nearly 3,000 city police fleets . . . and performed daily by hundreds of Harley-Davidson dealers across the country.

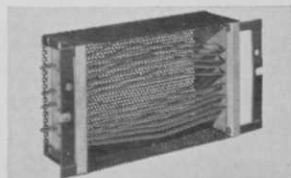
Maximize your profits with unusual quality products and this unique brand of service. Call for a no-obligation demonstration today.



**Lifetime-lubricated speed switch** features sintered copper graphite contact for trouble-free speed control. This unique feature offers unusual performance and durability, provides smoother car control, and delivers maintenance-free operation.



**Special alloy solenoid contacts** handle consistently high current loads without failure. High capacity design assures lasting performance without a minute of maintenance. Harley-Davidson **full-circuit engineering** sets today's quality standards.



**Highest capacity resistor** features heavy, band-type design for continuous high-wattage operation. Ordinary resistors burn out in only seconds of golf car "stall." Harley-Davidson electrical components are designed to outlast them all.

## HARLEY-DAVIDSON

MOTOR CO., MILWAUKEE 1, WISCONSIN

*Gasoline and Electric Golf Cars Engineered for Golfers*



**THEY PUT ON THE SHOW** — Here are the people connected with the National and Philadelphia GCSA organizations who did all the behind-the-scenes work in staging the international turf convention. (Front row, l to r): Betty Jo Lester, Mrs. Elizabeth L. Clark, David O. Miller, Leonard J. Strong, William A. Nurthen, Marilyn A. Donohue, Howard D. Merrick, and Frank I. Shuman.

## It's A Record! Turfmen



(Above) Dr. Roy Blaser, Virginia Poly, Harry McSloy, Wilmington (Dela.) CC, Pat Patterson, and Tom Whillock of Eagle Haven CC, Little Creek, Va., probably are getting things straightened out in the Piedmont area. (Right) Registration lines formed early as convention visitors poured in through the day, and day after day.





(Second row) Eddie L. Ervin, H. L. Mahoney, W. E. Titlow, Jerry Howard, Harold J. Freeman (behind Howard), Harry E. Carlson, E. R. (Eb) Steiniger, Gene C. Nutter, H. J. Bartholomew, Marshall Farnham, Paul E. Weis, Sr., John P. Wood, Russell Pagano, Cassiano de Freitas and Lewis V. Payson. It took a month of 14-hour days by officials and employees to stage show.

## Pour Into Philadelphia



BUCKEYE DELEGATES included (l to r): Carl Springer who owns the Valley View GC in Akron; Gerald B. Smith of Silver Lakes in Cuyahoga Falls; Ethan Kirkhart, Youngstown CC; and Robert Fannin, Kirtland CC, Willoughby. These fellows won't have to travel far in '65 as convention will be staged in Cleveland.

Old Miami Mark  
of 2,250 Topped  
by 500 at 35th  
GCSA Show



Mike O'Grady

By **JOE DOAN**

Philadelphia never has been advertised as a particularly exciting city, but it must have an attraction for golf course supts. Enough of them came in for the GCSA's 35th international turf show early in February to shatter the attendance mark that was set in 1962 when the convention was held in Miami. Close to 2,750 were registered at the 1964 conclave. This figure includes supts. as well as their wives, representatives of supply and equipment manufacturing firms and other convention visitors.

As with any convention, it is difficult to put a finger on any happening that was significant at the Philadelphia show. More than 30 speakers ground out perhaps 150,000 or 200,000 words and by the time the six education sessions were concluded, those who sat in on the entire proceedings had to be a little weary of the human voice. But they must have carried a good deal of learning back home with them because the speakers, as they usually do at a GCSA show, generally gave an excellent account of themselves.



G. Brinkworth



Alex Radko



Mike Britton

## First Session

### **Recreation — Our Third Most Important Industry**

Unser Paul Weis, Sr., supt. of Lehigh CC, Allentown, Pa., was chairman of the first assembly, which had as its theme the not too imaginative "The Liberty Bell Rings Again", even considering that the scene was Philadelphia. James W. Brandt of the Danville (Ill.) CC gave the invocation. Mayor James H. J. Tate was scheduled to welcome the GCSA delegation, but it turned out that he was playing golf in Miami and Robert W. Crawford, Philadelphia's recreation commissioner, filled in for him. Roy Nelson, outgoing president of the supts' organization, gave a response to the message the mayor didn't deliver. Gene C. Nutter, the GCSA's executive director, delivered the keynote address, and Wayne Eads of the Scientific Training Institute in Richmond, Va., supplied the inspirational nourishment, which is standard fare at the first session of any convention and apparently is intended to get everybody toned up to the extent that they'll be able to go the distance.

Quoting Pennsylvania Dutch proverbs,



Harry Meusel



Joe Duich



Bill Lyons



Don Wright

# ANNOUNCING

## A New Selective Pre-Emergence Herbicide for Crabgrass Control

# AZAR\*

**It Combines Effectiveness, Persistence,  
Turf Tolerance, Low Toxicity,  
Economy, and Substantially No Odor**

Azar\* is a new carbamate herbicide for pre-emergence application to control crabgrass. Applied before crabgrass season, it acts to prevent germination and initial growth. Azar is recommended for use only on established lawn or other ornamental turf, at the rate of 10 lbs. of active compound per acre.

### ADVANTAGES

Azar is effective for crabgrass control at an economical rate of application. It is persistent enough, does not evaporate or readily leach out of the soil, so that one application can be effective all season long.

Most commonly planted turfgrasses, once established, are tolerant to Azar at the recommended rate. These include red fescue, bent, common Kentucky bluegrass, Merion bluegrass, St. Augustine, centipede, zoysia, hybrid

and common Bermudas, and Dichondra.

Based on available data, Azar can be classified as "practically nontoxic" to humans and warm-blooded animals (as defined in "Clinical Toxicology of Commercial Products," Gleason, Gosselin, and Hodge).

Azar has another important advantage in that it is substantially odorless in powder form and in water suspension.

### AVAILABILITY

Azar is available this season as an 80% wettable powder, Azar WP-80, which disperses readily in water for use in conventional spray equipment.

Manufacturers can formulate Azar WP-80 in granular form, using conventional carriers. For further information write Hercules Powder Company, 910 Market St., Wilmington, Del. 19899, or any Hercules district office listed below.



**HERCULES**

HERCULES TRADEMARK

BOSTON, MASS.; DALLAS, TEX.; GREENVILLE, MISS.; LOUISIANA, MO.; MONTGOMERY, ALA.; RALEIGH, N. C.; SAN FRANCISCO, CALIF.



Harry Wills (l), supt. at Brookside in Worthington, O., and Audrey Whitmore of Plum Hollow CC, Detroit, grab a few minute's rest in lounge near convention hall. Supt. in the center is unidentified.

some of which he may have improvised as he went along, and mercifully minimizing the biographical notes on the speakers who he treated with terse wit, Paul Weiss stole the play in the first act, proving that brevity still beats 10,000 or more words.

The major speeches of the morning were given by Crawford and Eads. The former was late in arriving, being delayed by a two-inch Philadelphia snowstorm that snarled traffic for 30 miles in every direction, and prompted many a hardy Northern supt. to wonder what they'd do along the Schuylkill if the stuff ever piled up beyond the kneecaps.

#### Romans Could Have Used It

Crawford struck a responsive note by stating that cultures flourish or flounder because of recreation, pointing out that the Romans ate, wine and wenched themselves out of condition when they should have invented a game such as golf that would have enabled them to stay physically fit and continue to rule their empires.

The Philadelphia commissioner made a plea for the preservation of open space. He said that we'll undoubtedly have a 25-hour week by 1980 and a 7-hour week 100 years from now, and if satisfactory leisure outlets such as golf courses aren't provided for future generations, chaos will result. In fact, Crawford added, the recreation situation today is critical and cities should immediately start doing more about it. In Philadelphia, for example, there are 200,000 retired persons, not more than five or ten per cent of whom have any opportunities for enjoying recreational

pursuits. The city's juvenile picture is probably even worse.

If these arguments aren't convincing enough, Crawford called attention to the fact that recreation now is our third largest industry, ranking only behind manufacturing and agriculture. Providing for it is slowly being recognized as being as essential as supplying food, shelter and clothing. Finally, Crawford predicted, future mass movements of Americans won't be made with the intention of seeking better employment opportunities, but with the intent of going where there are adequate recreation facilities.

#### There's A Message Underneath

A speaker such as Wayne Eads probably is too patently professional to inspire much more than admiration for the way in which he puts over the pitch, but underneath his free flowing delivery there is a message if a person wants to take it home with him. It comes out "enthusiasm". Eads, a sales psychologist, deals in epigrams such as (1) People are the greatest schoolmasters; (2) Many unsuccessful persons are overburdened with talent; (3) Knowledge isn't power until it's



Fredericksen



Love



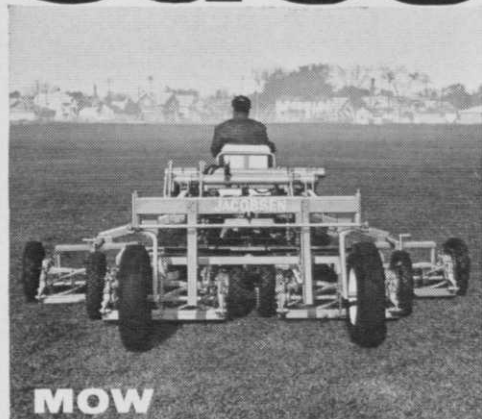
Hoffman

put to use; and (4) Everyone has enthusiasm, but unfortunately it isn't always tapped. All these are more than just pithy statements; but they have to be believed and occasionally called to mind if they are going to be of any use.

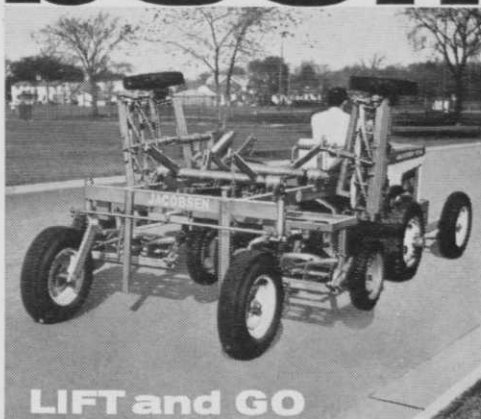
If you don't find a message in the above paragraph, maybe you'll find one here: Eads told of a tomcat who was de-sexed. The cat continued to prowl after dark — but only as a consultant.



# Jacobsen



**MOW**



**LIFT and GO**



**MOW AGAIN!**

## NEW RAM-LIFT RANGER

New economical, versatile Jacobsen Ram-Lift Rangers maintain fast mowing schedules, cut travel time between jobs. Hydraulically controlled frames enable the operator to raise or lower wing units or all five mowers "on the go" without moving from his seat!

Usable on any tractor with an SAE remote ram hydraulic system, the 5-gang Ram-Lift Ranger can mow over

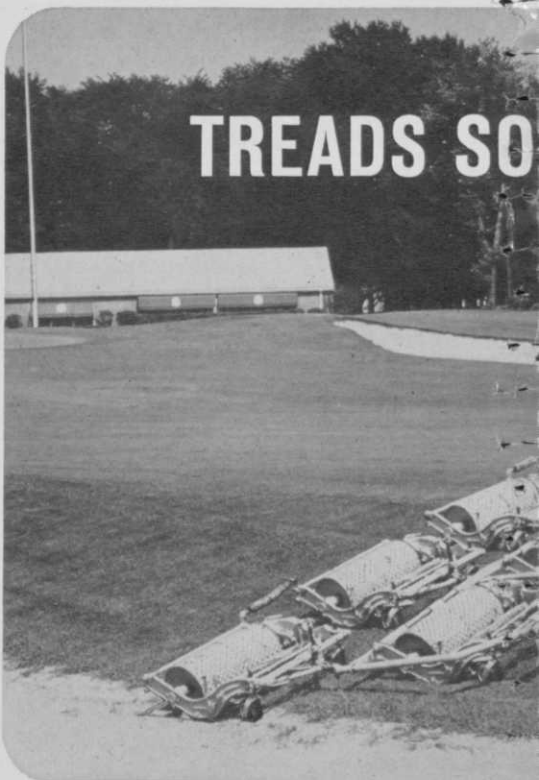
40 acres per day! The 5-gang Ram-Lift Rangers come equipped with either Worthington Blitzer mowers for high-speed rough grass mowing or Fairway Mowers for smooth turf mowing. Phone your Jacobsen Turf Equipment Distributor today for a proof-positive demonstration, or write us for details.



**Jacobsen Manufacturing Co., Dept. G-3 , Racine, Wisconsin**



**Ford flail mower** clean-mows turf grasses as close as one inch; roughs as high as five inches; cuts and pulverizes coarser growths in wooded and undeveloped areas to keep your grounds neat and trim. Tractor-mounted easily and quickly by 3-point hitch for power take-off operation. Available in 5, 6, and 7-foot mowing widths.



# TREADS SO



**Quick on-and-off loader.** In 10 minutes or less the low-cost Ford 722 single-boom loader is easily attached to your Ford 2000, 4000 or earlier series tractor. Provides 1,000 pounds lift capacity to 10-foot, 6-inch height with 11 cu. ft. all-purpose or 15 cu. ft. snow and light materials bucket. A manhour saver for every golf course!

## FORD 2000 Turf-matcher

**Mow rainsoaked or watered fairways** with greater protection to softened turf than ever before! Ford LCG tractors are now available with optional 18.4-inch low-pressure, high flotation tires. Carrying only six to 10 pounds of air pressure, these broad-base tires exert so little ground pressure that even lush or wet grass springs up behind the tires for smoother, more streakless mowing.

**The broad, flat tread** eliminates rutting under almost all conditions—no ridges to invite scalping. Tendency to slide sideways on steep slopes is lessened—the wider tread further adds to the stability of Ford Low Center of Gravity design.

**These low-pressure "jumbos"** can be specified as optional equipment on low-