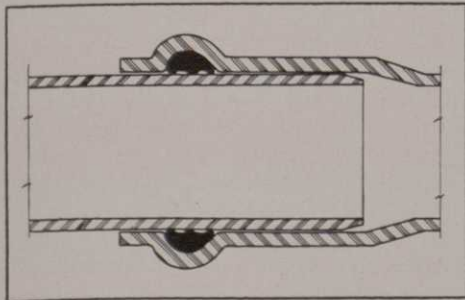


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NO PROBLEM WITH EXPANSION OR CONTRACTION Eliminates stresses and strains that occur with solvent-weld joints. Ring-Tite Joint permits expansion and contraction within the bell.

NEW J-M FINANCE PLAN J-M is prepared to help finance your irrigation system. The plan covers pumps, engines, fittings, pipes, sprinkler-heads and other accessories. Even installation costs.

Johns-Manville PVC Pipe is ideal for irrigation lines. It forms a system that'll do a better, more economical job than any other available today. For further information on J-M irrigation pipe, plus complete details on our new finance plan, write to Johns-Manville, Box 362, GO-2, New York, N. Y. 10016. Cable: Johnmanvil. 

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wise ways to mow fairways quicker, the mowing speed is not much faster (except for the wider cut of gang mowers) than it was 25 years ago. In addition to the mowing job, supts. now have as part of their standard procedure verticutting, aerifying, leaf removal, fungicide and herbicide application, golf car path maintenance along with such heavy traffic that they have had to start thinking about doing the work at night.

Members want good turf and know that strains of grass have been improved for golf courses. But, just when a supt. thinks he has a bent or Bermuda that is the answer, he finds that there is some change in the water that is bad for the grass. This, the green committee does not always understand.

"Silent Spring" Condition

Understanding, however, of the mutual problems by the supts., the university and manufacturers' researchers and the green section's experts has brought cooperation that very few would have imagined 25 years ago. Yet, one hears some supts. say that we may have reached, in some respects, a "Silent Spring" condition as the result of using certain chemicals. Other men whose scientific knowledge and integrity merit confidence will defend the use of a particular chemical that happens to be in question. Some of these men are right and some are wrong in this sort of situation. But of one thing be sure. The supt. is the one who will catch hell if he thinks or guesses wrong. But I guess he's resigned to that.

What a supt. has to work with is important. There are times when I think I am the only person in the United States who is not a golf course architect. In some instances, I realize that whoever owned the ground said to the architect, "There it is. Make a golf course of it." The architect did his best and probably still has some money due him on the job. But, a lot of times the difference between the design of what an architect knows to be a golf course and the construction of what a supt. regards as a good golf course is vast.

Golf or Grapes?

There have been times when I have thought that ground absolutely no good



Vernon Nash (center), supt. of the Champions GC, Houston, Tex., was honored at the club's annual rhubarb, held on Dec. 30. Nash was cited for his superb conditioning of the Champions' two courses. He was given a check for \$1,300 by Jack Burke (I) and Jimmy Demaret, members and suppliers.

for anything else is used for golf courses or growing grapes, as in Germany, France and Italy. They make some perfectly wonderful wine from grapes of the rocky hills of Europe and here other toiling wizards eventually make superb golf courses at locations that seem hopeless.

In Europe, where ground is at a premium, courses such as St. Andrews, Prestwick, Carnoustie and those at Sandwich, Portmarnock and Lahinch are in territory that looks to be worn out sheep pasture. But the true golfer, who is nearly spoiled by the luxury of U. S. golf course turf, gets delight out of playing on turf that in this country would have a supt. looking for another job.

Turf Improvement Abroad

John Monteith, a pioneer agronomist, after visiting courses in Scotland and England, said that he had never seen courses where God had done so much for golf and man so little. Yet, in the past eight years British greenkeepers and the organization originally known as the Board of Greenkeeping Research have been able to get a little money and have greatly improved golf turf. So, in many cases British golfers are beginning to get as exacting and as fussy as their American counterparts. However, with British golf club dues generally less than the equivalent of \$40 a year, the British course manager is also having a great time trying to do the impossible. That is the price that is paid for progress.

Doing the impossible is expected of a supt. I believe, though, that the most successful supts. are quite philosophical

(Continued on page 104)

Jacobsen



New 3-in-1 Turf Groomer

Removes thatch—picks up leaves and turf debris

Now, Jacobsen introduces the fastest, easiest, lowest-cost way to remove leaves, thatch and turf debris... automatic grooming with the new Jacobsen Turf Groomer!

Depending upon turf conditions, speeds up to 8 mph can be obtained. The Turf Groomer scarifies, sweeps up and removes all types of leaves and debris in one easy operation. For quick disposal, its 5-foot auger-blower system with guided, swivel discharge chute forward-loads a towing vehicle, loads trucks running along at either side, or back-loads trucks or the dump, Turf Trailer accessory shown above.

The Turf Groomer removes thatch more easily and economically, too. It employs a series of free-swinging,

flail knives that slice through roots, runners and dead grass, and aerate the turf. They are located between its nylon brush vanes which immediately pick up and load the thatch and clippings into any type carrier.

The new 3-in-1 Jacobsen Turf Groomer now makes large area turf maintenance a simple, efficient, remote-control one-man operation for golf courses, parks, cemeteries, sod farms, and the grounds of schools, institutions, plants and military establishments. For full details, phone your Jacobsen Turf Equipment Distributor for a demonstration, or write today. Jacobsen Manufacturing Co., Dept. G-2 Racine, Wisconsin.



Ball Manufacturer Gets Go-Ahead After Judge Clarifies Ordinance

BY WILLIAM JABINE

Recently the supreme court of Pennsylvania projected itself into the periphery of the golf business when Justice Michael A. Musmanno wrote the opinion in a zoning case in which objecting neighbors sought to bar an industrial plant in which balata, used in making golf balls, is processed.

The local board of adjustment had approved the building of a light industrial plant, but the court of common pleas reversed the board's decision. The owners of the factory then appealed to the supreme court. The decision of the court of common pleas was reversed and the case remanded for action in accord with Justice Musmanno's opinion holding that the industry involved could operate its new factory.

Justice Musmanno reached his conclusion by first quoting the lower court's reasons for banning the factory, and then proceeding to refute them one by one. The italicized phrases are taken directly from the text of the local ordinance. Justice Musmanno's list follows:

"The lower court apparently overlooked the whole significance of the ordinance and concluded that the procedure employed by the industry could not be classified as *manufacture compounding assembly or treatment*; that the industry did not work with *previously prepared materials*; that the balata imported from the equator cannot be classified as *natural and synthetic rubber*; and that what the company eventually shipped from its plant cannot be categorized as articles of *merchandise*."

The objectors had also contended that

the plant conducted processing operations, and as processing was not mentioned in the ordinance, there was a violation thereof. Justice Musmanno ruled that the word *treatment*, as used in the ordinance, certainly included *processing*. In fact he declared that the terms are interchangeable.

He ruled that the work done in gathering the balata and getting it to market made it *previously prepared material*. On this point he said: "The lower court said: 'The balata processed . . . cannot, by any stretch of the imagination, be classified as *previously prepared material*.' This interpretation stretches further than the *natural or synthetic rubber* allowed in the ordinance. The operation heretofore briefly described the chopping down of the trees, the draining of the sap, the boiling and cooling thereof, the forming of blocks therefrom. It can hardly be considered other than *previous preparation* for the processing or treatment which follows at the plant."

Justice Musmanno continued: "The lower court then found that the refined product sold by the industry 'was not an *article of merchandise*.' What else could it be? The court quoted from Black's Law Dictionary and defined merchandise as: 'All commodities which merchants usually buy and sell whether at wholesale or retail; wares and commodities such as are ordinarily the objects of trade or commerce . . .'

"Balata is certainly a commodity which is 'ordinarily the object of trade or commerce.' Without quoting any statistics on the subject, it is evident to any observer that golf products and equipment make up an industry and use whose ramifications are apparent in every part of the United States."

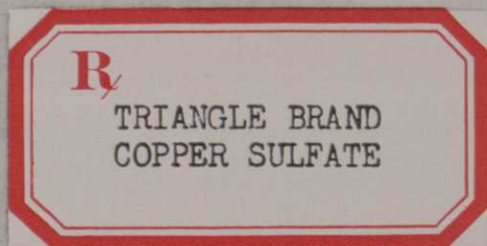
The court held that the industry ". . . is the producer of a component part of a *finished product*." This certainly would not exclude it from being *merchandise*, Justice Musmanno ruled. Cloth, after all, he said, is only a component part of coats, trousers and dresses, but who could possibly argue that it is not merchandise? (*Landis v. Zoning Board of Adjustment*, 198 A. 2nd 574.)

algae problems?



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control water weeds. Disintegrates some weeds where they grow—does not simply dislodge them to drift downstream and clog waterways. □ In sewer pipes and water conduits, Triangle Brand Copper Sulfate controls root growth, slime and odors. Write for literature, stating your problem.



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Beauty Overlooked, Distance Overstressed, in Course Building

Frank Sirianni, superintendent at Sewickley Heights (Pittsburgh area) and new vp of the GCSA of Western Pennsylvania, recently gave his views on the rapidly rising cost of course maintenance. In an interview with Ray Kienzl of the Pittsburgh Press, Sirianni explained why he believes some designers have helped to raise the cost of maintenance by using built-in bottlenecks and tricked-up courses.. He also said that players' demands for high quality turf have helped send maintenance costs spiraling.

In commenting on costs, Sirianni estimates an average of from \$3500 to \$4000 is spent yearly for tee-to-green maintenance of each hole. He figures that it costs a club between \$63,000 and \$70,000 a year in overall maintenance, with half of this going for wages. Sirianni says, "Ten years or so ago it took only six men to maintain a course, but all they did was cut the grass. Now it takes between 12 and 16 men because the golfers demand such a fine course. A course not only has to be cut, it has to be aerated, sprayed and fertilized. Golfers like a short-cut fairway, usually a half inch, and this makes the grass more susceptible to disease. We have bent grass on greens, fairways and tees. And these take plenty of fertilizer, fungicides and insecticides. Chemicals run as high as \$6 a pound."

Build Them Too Long

"Too much emphasis is placed on length. If this trend continues the average golf car will need two more batteries or a 10-gallon tank. Clubs will be charging mileage rental fees," Sirianni says. He points out that while he feels architects are overlooking beauty and stressing distance, he is not rapping the golf course designers. He feels, though, that present mechanized equipment, limited hours of maintenance, and the high cost of estab-

lishing and grooming the turf for today's golfers are not considered or met by present construction.

Sirianni says, "Greens should be built and rebuilt according to the contours of existing landscaping with plenty of room for moving flags and tee markers." He points out that "... most tees are square and long and are often high banked. These require hand mowing and take time." In many cases, Sirianni believes, tees could be shaped in semi-circles, horse shoes or a T, thus placing the golfer in a different position for his shot.

"A course should be built with an eye toward maintenance," says Sirianni. "Trees in areas which must be mowed should not be too close together. Swampy areas should be drained. A pond that is to be used for watering the course should not be a water hazard."

Hidden holes, short doglegs, flat greens and square tees aren't a fair test of golf and do nothing to bring out the beauty of a golf hole. The golfer who stays his shot should be penalized, but when the shot is played accurately he should be in a position to score."

The Sewickley Heights supt. feels that when a course is being built, an architect should consider the membership. He says, "There are many beginners now and I'm afraid these long, difficult courses may discourage many of them." Sirianni believes that, "a golf hole should be sporty and challenging and beautifully landscaped for the membership who play it and not for Arnie Palmer or Jack Nicklaus, who will probably never play it."

North Calif. Turfgrass Exposition

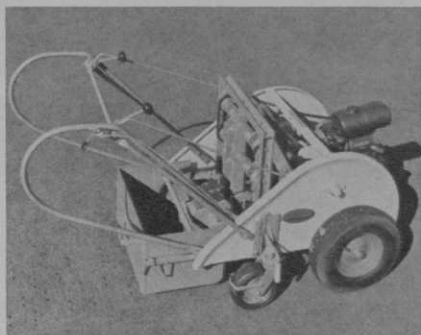
The first annual Northern Calif. Turfgrass Exposition will be held April 1-3 at the Santa Clara County Fairgrounds in San Jose. It is sponsored by the Northern Calif. Turfgrass Council.

Named NCA Directors

Jerome F. Healy, Jr., president of the New York Athletic Club (NYC), and Icer Malouf, president of the Lakeside Golf Club of Hollywood (Calif.), have been named directors of the National Club Association.

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Promotion Is Vital in Staging Club Events

To get the right kind of "audience participation" for parties, celebrations, etc., you need not only a big buildup but an early one **By JACK HASKETT**

Some golf club committees have the talent for ad libbing celebrations, but most will find it easier to prepare a written plan. For relatively simple special events, such as an awards presentation ceremony, there might be a simple listing of what is scheduled to happen at certain times. For major events, such as a full scale open house, a three or four page "blueprint" will probably be necessary. Regardless of size, each celebration schedule should include the following points:

1. To whom is the special event directed? A celebration for members will be more of a family affair, and probably more informal, than a similar event for an outside group. If the entire family is invited women will be more interested in some aspects of a celebration than their husbands, and this should be planned for.

Be Sure To Budget

2. Where is the money coming from? The best things in life aren't necessarily free. It's usually better to set up a special celebration budget — with a specific dollar amount allocated — than to use funds from the regular promotion or publicity budget. Otherwise, a celebration may cost much more than anticipated. Mostly direct expenses will be included, but overhead has to be considered.

3. What do you expect to gain? Do you want to bolster member goodwill, boost pro shop sales, or just generally increase awareness of the club in the community? Give your special event a specific target and plan accordingly. It's always easier

to achieve a goal if you know what you're shooting at.

4. Write it down. You'll find the celebration will roll along much more merrily if plans are on paper. If there are several people on the special event committee it's imperative they know what is to be done — and when.

What to Celebrate

A large percentage of organized golf clubs have been established since 1945. If your club has managed to withstand the pressures of modern golf business for a decade or longer maybe it calls for a celebration. Don't feel discouraged, if you're just a youngster on the scene. Many clubs have effectively sponsored first, second, or third birthday celebrations. Tying in with a national "week" — National Golf Week, for example, is a natural. In this, you have the added benefit of national advertising and publicity to reinforce the local effort. But if you don't want to be a bandwagon jumper develop your own week.

Make It Memorable

There is no point in having a celebration if those who attend don't leave with a "good taste" in their mouths. Fortunately, this is relatively easy to accomplish.

People get tired and bored easily, so keep the celebration short and sweet. It's best to confine the actual event to one day or less, although promotion for it may extend over several weeks. Your publicity job is definitely made easier if you enlist the services of a celebrity, either within