



Charles Baird, former under-secretary of the Navy, hits a forehand volley. He and partner Roger Lankenau have won several titles.



helped keep the club open, but the exploitation of active members in a non-active season was mixed. "Yes I know they are there and they should be eating and drinking, but we haven't figured out how to do it" would be an accurate generalization of club managements' remarks. Another generalization: "Yes, it's a great winter game, it does help the club year-round and it does provide action and income for the club."

Aside from all the personal inherent benefits of the game, the sport lends itself to club sponsorship. The construction of a court runs about \$7,000 (a regular tennis court costs about \$12,000) and

once a platform tennis court is built, maintenance is minimal. Generally, the deck will require annual repainting. The screening will require tightening at least annually. Supervision by a professional is unnecessary.

Equipment for platform tennis is minimal. A paddle costs about \$15 and should last about 10 years. The ball costs about \$.45 depending on where it is bought. Sneakers should be worn. The outerwear is up to the player—no regulation whites are required—but clothes should be warm and comfortable. This game is played outdoors during winter. However, in time players will

perspire, which eliminates any clothing that clings or droops when it becomes wet.

The clubs that have installed courts find them beneficial to the club income. The members find that platform tennis gives them a year-round club. And from member and club management viewpoints, it makes good sense to have the game. □



Mr. Squires is president of Platform Tennis, Inc., author of "How to Play Platform Tennis" and formerly held United States titles in tennis, squash rackets, squash tennis and platform tennis.

the golf course in a box

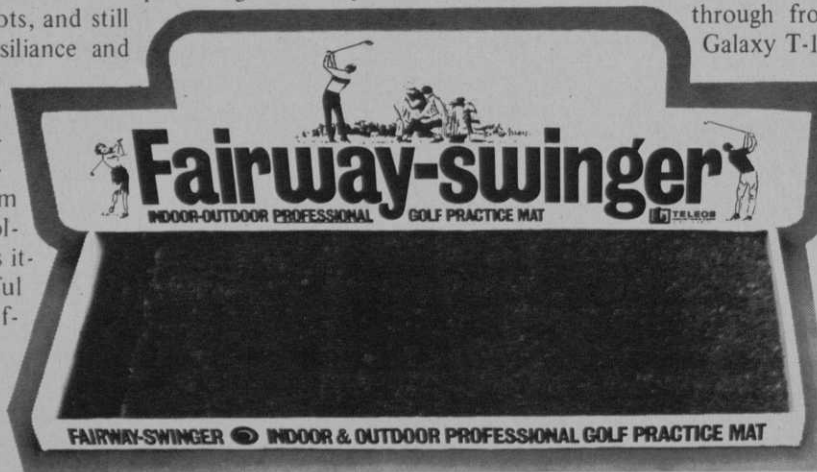
Only a totally new find in artificial grass has made it possible for Teleos Industries to create the Fairway-Swinger, the finest indoor-outdoor golf practice mat to come upon the golfing scene. A mat so durable and well designed, it carries an unconditional money-back guarantee. Made principally of Poly-Vinyl-Dene-Chloride (PVDC) this tough, rugged grass mat is engineered to absorb the fiber-punishing blows of your most powerful iron shots, and still maintain its shape, resilience and near perfect grass-like texture. These are a few reasons why the Fairway-Swinger is fast becoming a top selling item in golf. Packaged in a colorful display box it sells itself and is a thoughtful and practical gift to golfers. Golf Pros and Instructors indicate their students using Fairway-Swinger are among their best grass mat customers. Golfers, especially beginners, are encouraged to practice their swing, stance, and form with the Fairway-Swinger. At home or the office there is a golf course handy with "the GOLF COURSE IN A BOX". Enthusiasm among students stimulates new interest among non-playing friends and family and results in more lessons, additional Pro-Shop sales and higher profits. Indoor Golf Schools report the Fairway-Swinger has become an indispensable part of teaching programs and home practice. Driving Ranges have climbed aboard the Fairway-Swinger bandwagon and say it wears slowly, evenly, develops no pockets and is highly resistant to the corrosive effects of mildew and dampness. Whether used with or without combination range or college set mats, the Fairway-Swinger is a money saver and profit maker. Referred to as the "Marriage Saver" the Fairway-Swinger has proven

to be the cure for The Screaming Wife Syndrome. It's an easy and inexpensive solution to the problems of damaged living room carpets, scratched floors and divots in the lawn. If you are a Golf Pro, Instructor or Range Owner, now is the time to become a part of the growing family of Fairway-Swinger dealers across the country who know the meaning of quality. Watch for another soon-to-be-announced golfing breakthrough from Teleos Industries—the Galaxy T-10, the golf cage "that returns the ball". A unique and revolutionary concept in the compact golf cage market the Galaxy T-10 stands alone in styling, function and dependability. Galaxy makes all other cages obsolete, with its exciting new features like the ball return, Weather-Rite Netting, energy absorbing baffle,

all weather durability and "safety first" styling. Designed for comfort, long wear and convenience, Galaxy T-10 is leading the way into the golfing 70's. And when combined with Fairway-Swinger, it gives every Golf Pro, Range Owner, Instructor and Athletic Director an unbeatable golf package.

UNCONDITIONAL MONEY-BACK GUARANTEE
Teleos Industries is so confident the Fairway-Swinger is the finest grass mat ever developed, we will refund your purchase price if you are not completely satisfied. All returns must be made within 10 days of receipt of merchandise and in its original display box.

For more information on the amazing new Fairway-Swinger write or phone (516) 368-6680



FAIRWAY SWINGERS:	SIZE	COST
FSB5200	5" x 20"	\$ 8.95
FSB6400	6" x 24"	\$10.95
FSB1024	10" x 24"	\$15.95

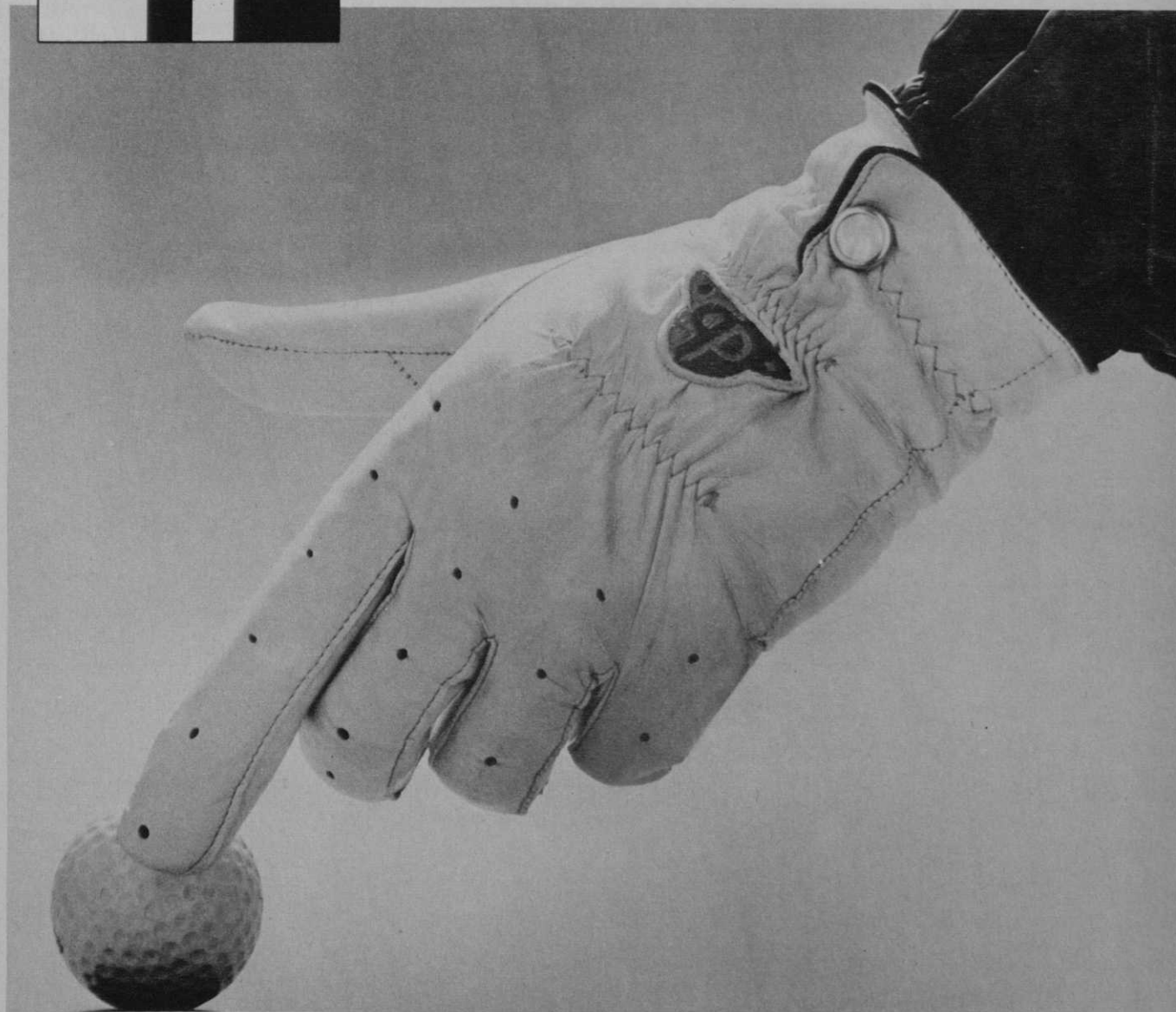
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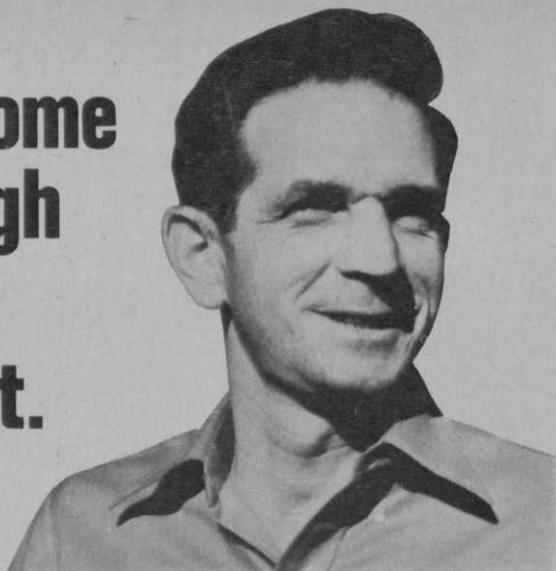
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**"Our International twosome
minimizes fairway, rough
and trap maintenance":
Phoenix C.C. greens supt.**



FIVE ACRES PER HOUR is the fairway mowing average of the International 2444 and gang mower—40 acres requiring just eight hours thrice weekly.

Allen Ervine, greens superintendent, does a tremendous job keeping the 6,300-yard Phoenix Country Club well groomed at rock-bottom maintenance cost.

Two International wheel tractors handle weekly maintenance chores on the 100 acres of the club in downtown Phoenix in amazingly fast time. But here are details from Superintendent Ervine:

"Our 12-hp Cub Cadet Hydrostatic Drive tractor with the International sand-trap rake cuts maintenance time on our 55 traps by 75%. Raking the eight acres of sand used to take 16 man-hours. The tractor-rake does the job in four hours and much better—fluffing the sand with deep penetration of rake spikes before smoothing the surface.

"The International 2444 tractor powers our gang mowers because it outdemonstrated several makes right on the course. It mows 40 acres of fairways

three times weekly—each mowing taking eight hours under light play. The 25 acres of rough require 12 hours mowing time. The big tires of the 2444 let it handle the seven mowers with ease. And it never spins its wheels when starting off, regardless of whether it is dry or raining."

Let your International dealer help equip your course for lowest maintenance costs. He has the tractors matched to your course and he backs what he sells with outstanding parts and service facilities. And he offers any finance plan you choose—rental, lease or lease with purchase option.

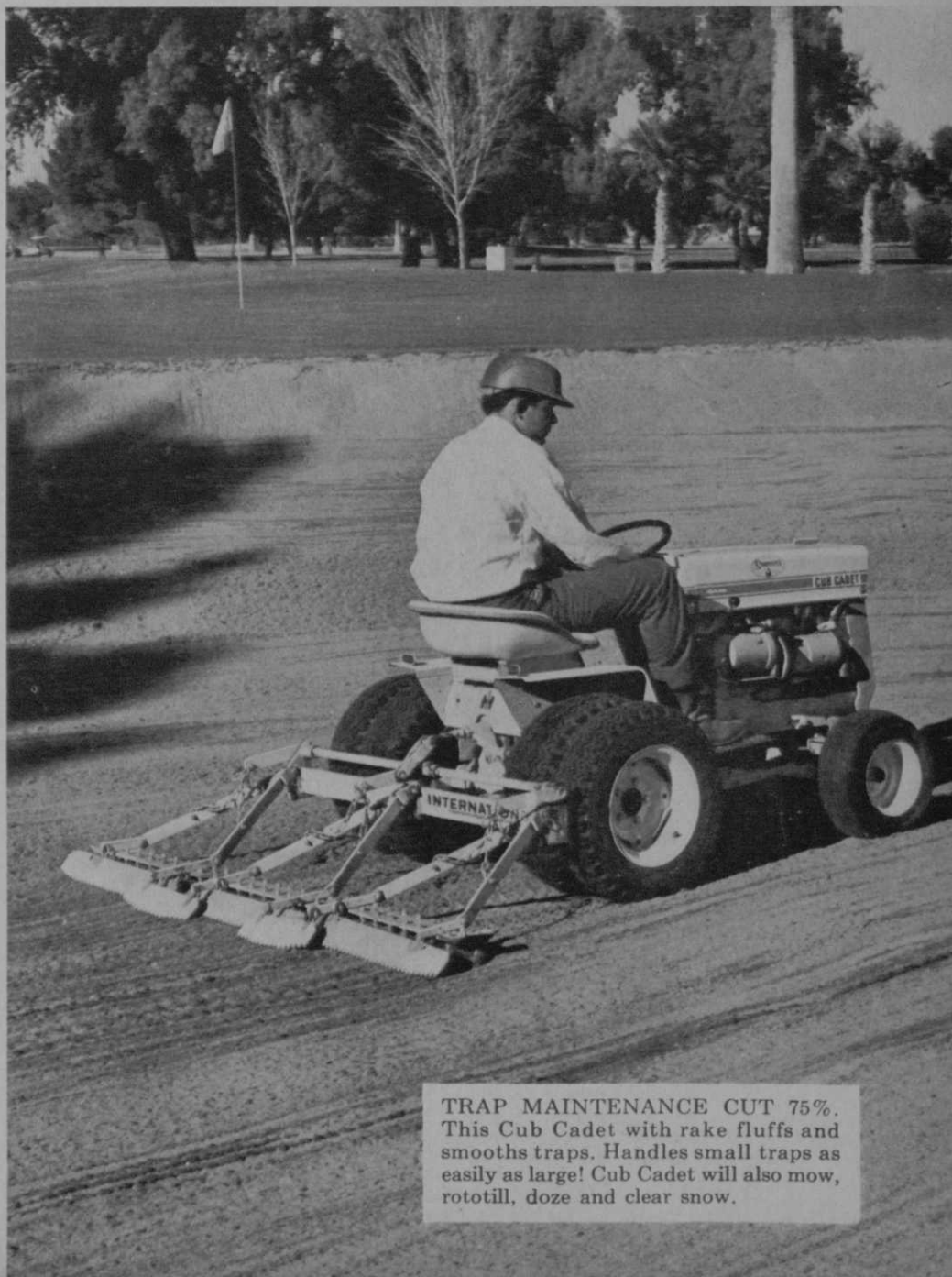
Performance is the pay-off.

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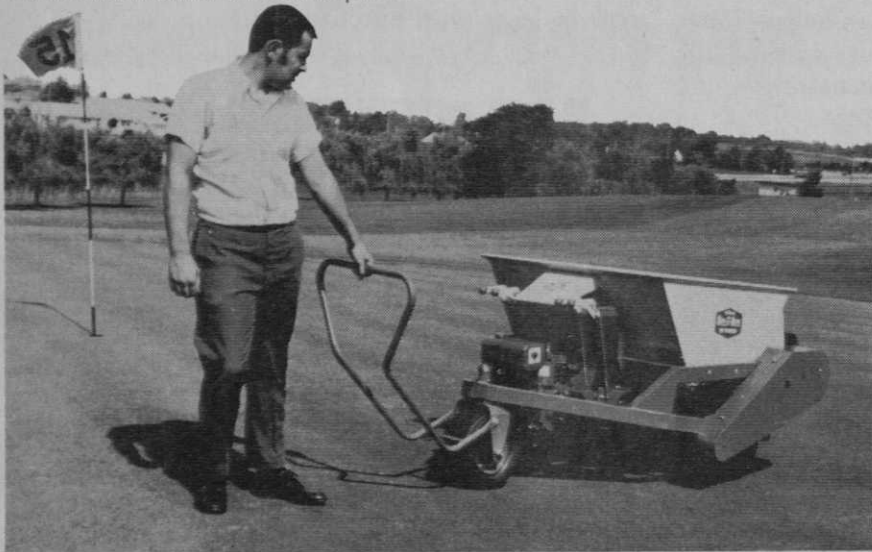
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TRAP MAINTENANCE CUT 75%.
This Cub Cadet with rake fluffs and smooths traps. Handles small traps as easily as large! Cub Cadet will also mow, rototill, doze and clear snow.

The only machine that drives top dressing materials down to the base of the turf

As every golf superintendent knows, spreading a blanket of dressing is only half the job. Materials must penetrate down to the base of the turf. That's why raking and dragging formerly constituted a big portion of the top dressing labor. Mete-R-Matic has changed this. The exclusive high speed rotating brush at the rear of the Mete-R-Matic spreads with a force sufficient to penetrate to the base of the turf. Dragging is reduced to a minimum. Which means labor costs are reduced because one man can do the top dressing job in one operation. For further information write Dept. 117.



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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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PEOPLE IN THE NEWS

William L. Pack, executive director of the National Golf Foundation, has resigned from that position to go into his own business. He will be associated with Nightingale-Conant Communications, Fort Lauderdale, Fla. No replacement has been announced by NGF.

Paul E. Moynihan has been appointed to the position of vice president of sales for the MacGregor Company.



David R. Branon has been appointed sales manager, Golf Ball Division of the Acushnet Company. He

Branon

will supervise the marketing of Acushnet golf balls, gloves, Bull's Eye putters and headcovers, both domestic and foreign. Prior to his promotion, Branon was assistant sales manager of the Golf Division.

Ralph Drudsen has been appointed rep for the Michigan and Ohio sales region for Ram Golf Corp.

Maurice L. Wells has been named executive officer of the Wells Lamont Corp. He continues to serve as president. Donald J. Wells, who was executive officer, continues as board chairman.

Continued on page 78



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served profitably wherever speed and convenience are essential

You can't beat the convenience, speed and economy of Stewart Sandwich Service. Stewart prepares and delivers fifty or more different sandwiches to add variety to your daily menu. You can operate with less labor, eliminate food waste, serve customers faster, and control costs more efficiently. Contact your nearby Stewart Commissary to learn how Stewart can fit into your food operation more profitably.

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PEOPLE

Continued from page 76

William R. Bernard has been appointed to the newly-created post of distributor marketing representative of Simplicity Mfg. Company. Bernard will be responsible for coordinating the company's distributor sales organization in the Western states and Canada.

Bruce Fleisher, 1968 U.S. Amateur Golf Champion recently turned professional, has been appointed to the staff of General Development Corp., a Miami-based land development company.

Michael J. Nicorais has been made office manager, commercial and turf equipment, of Jacobsen Mfg. Company.

Carl L. Patrick has been appointed president of Fuqua Industries. He has been serving as president of the Martin Theatre Companies, a wholly-owned subsidiary of Fuqua. E.D. Kenna, president of Fuqua since 1968, resigned to accept another position.

Appointed director of marketing for Fuqua was **R. Thomas B. Pierce Jr.**, and **Joseph F. Savage III** recently joined the legal staff of the company.

Two appointments to new positions with the company were announced by Firestone Tire & Rubber Company. **A.E. Brubaker** was elected to the newly-created post of vice president, advertising and public relations, and **Michael J. Connor** was named director of public relations, succeeding Brubaker.

Ralph C. Lambert has been appointed manager of industrial sales for Ford Motor Company's U.S. Tractor and Implement Operations. He succeeds **Eugene L. Sparrow**, who has been named training department manager.

Robert F. Neary is Foley Mfg. Company's new industrial sales manager, machinery maintenance division.

Robert W. Ekern has been appointed golf district sales manager of Cushman Motors. He will cover Western United States.

A.G. Spalding announced two appointments within the marketing staff of the firm. **John E. Stroller** is the new director of merchandising and **Richard J. Zimmerman** is Spalding's new director of advertising and sales promotion.

Jeremiah J. Sullivan has been appointed public relations manager for Ford Motor Company's U.S. Tractor and Implement Operations division.

Massey-Ferguson has named **Lawrence H. Pomeroy** to the newly-created position of executive vice president and general manager, recreation equipment.

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New Invention...

RANGE BALLS 22¢ EACH

Revolutionary new solid-state range ball construction.

Almost impossible to cut, crack, break, chip, peel, smash, nick or smile.

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For more information circle number 165 on card



The Greens Committee reviews the pipe specifications for the new irrigation system.

Harry Turner, with the cigar, is sales manager of Wilson Textiles. Sam Donovan, on his left, runs a printing business. Herb Marks owns a dress store and Jack Byrnes, on the far side, has a big car dealership.

What they know about water pipe consists entirely of this:

They've got to get water, once and for all, to those scorched fairways and brown greens.

The swimming pool loan isn't paid off yet, and the membership is watching them like hawks.

They don't want to have to do this more than once a century.

So when they finally agreed to buy a permanent irrigation system, they did what smart, prudent men always do—they started asking around. A builder, some contractors, a couple of engineers, an architect, two other clubs.

They found a surprising degree of consistency:
Be sure of your contractor.

Get good pipe—from somebody big enough to know all the new technology. And with a quality reputation.

Use a combination system: asbestos/cement for the big diameters, PVC (polyvinylchloride) for the smaller lines. More economical to install and better service over the long haul.

Choose white PVC—it lays easier and works better. And it hooks up better—either with special deep-socket joints or a unique gasketed coupling.

Get the whole system from one maker. Then everything arrives and works together.

While the Committee was finding all this out, one name kept coming up: Certain-teed. Big. Technically advanced. Quality. Complete A/C and PVC capacity. White PVC—with the special sockets and gaskets. Fast delivery, good service.

The bids were pretty close on price. One contractor specified a complete Certain-teed piping system. That did it.

The Committee, of course, continues to keep an eye on the piping. Unless they're rained out. Cheers, gentlemen.

Certain-teed Products Corporation, Pipe Division, 540 Pennsylvania Ave., Fort Washington, Pa. 19034.



NEWS OF THE INDUSTRY

Dexter, DuPont co-host TV show

This spring the **Dexter Shoe Company** will participate with **DuPont** in sponsoring TV specials. The specials will begin with the golf season and will spotlight **GOLF Magazine's** 1969 All-America team led by Frank Beard, Pro Player of the Year.

The series represents Dexter's first appearance on television. DuPont manufactures Corfam, used in the uppers of many Dexter styles. Tie-ins with golf footwear retailers on the local level are planned by the shoe company for maximum merchandising impact.

Looks like new

The **Emerson CC**, Emerson, N. J., has been making improvements during the winter. Much of the club's interior has been redecorated, additional air conditioning units have been installed, a new bath house has been completed and the club is completing a "for gentlemen only" card room on the lower level.

According to Dan Clayton, president, a limited number of memberships are available this season. Anyone interested in applying for membership should do so now. For additional information, call (201) 444-4400 or (212) 695-3178.

A job well done

In a letter sent by the **Western Golf Assn.** for delivery at the Annual Presidents' Dinner of the Golf Course Superintendents Assn. of America the following superintendents were publicly commended "for their respected profession and special service to the Game of Golf": Milton and Melvin Duehr, Midlothian CC, Midlothian, Ill., host to the 1969 Western Open championship; Al

Needham, Rockford CC, Rockford, Ill., host to the 1969 Western Amateur championship; and Clinton Buckles, University of Illinois GC, Savoy, Ill., host to the 1969 Western Junior championship.

These men were singled out by WGA for "their outstanding skill and efforts which resulted in four golf courses superbly conditioned for Championship play, and this is recognized by WGA as a major factor in the success of our three national championships." The letter continues, "Their cooperation in this phase of their work was in keeping with the highest traditions and the best interests to the Game of Golf."

Perma Rain plant open

Perma Rain's plastic pipe extrusion plant is in full production and operation. The plant was constructed to extrude plastic pipe for agriculture irrigation and is manufactured under the name of Perma-flo. It is located at North Mt. Vernon and Frazier Streets in Lindsay, Calif.

Wilson acquired by PepsiCo

Ling-Temco-Vought, Inc., a conglomerate, and **PepsiCo, Inc.**, announced that they had agreed in principle that PepsiCo would purchase LTV's 75 per cent controlling interest in the Wilson Sporting Goods Company for about \$63 million or \$17.50 per common share of Wilson stock. PepsiCo said it hopes to purchase the remaining stock, now publicly held, at the same rate.

Donald M. Kendall, president of PepsiCo, said that the acquisition would mark the company's entry into the leisure time field. PepsiCo does business in more than 115 countries throughout the

world, whereas Wilson is in the early stages of its expansion into the international market. At the time sent, plans call for Wilson to be operated as a division of PepsiCo.

Second 18 completed at Boca Raton West

Boca Raton West's second 18-hole championship golf course and clubhouse were completed and opened for play.

From middle tees, the course plays over 6,165 yards; 2,975 out and 3,190 in. Par is 72. Designers are Desmond Muirhead and Gene Sarazen.

Toro earns record highs

Toro Mfg. Corp., for the six-month period ended January 31, reported net sales were \$23,629,000, compared with \$14,452,000 for the first half of the previous fiscal year.

Comparisons of current sales and earnings with those of a year ago are clouded, David M. Lilly, Toro president said, by the effect of the strikes that occurred during the first half of last year, causing an unusual proportion of sales and earnings to be deferred until the second half of that year. Lilly added, "It would be more valid to compare our current six-month performance with that of two years ago, with the realization that the fiscal 1968 figures reflect the lower income tax rates in effect at that time."

Gold award to Spalding

A.G. Spalding & Brothers, Inc., won a gold award for its Dot Golf Balls carton in the Paperboard Packaging Council's 27th annual National Folding Carton Competition. The reclosable straight-tuck windowed carton replaces an over-wrapped tray and permits removal of one golf ball package without damage to the others. The cast-coated, debossed board simulates the texture of golf balls and the family of three sizes is color coded for easy identification.

Catalog available

Wittek Golf Range Supply Company has available its 1970 catalog of driving range, miniature and golf course equipment. The address: 3650 Avondale, Chicago, Ill. 60618.