

## COMING EVENTS

**Professional Golfers' Assn. Executive Management Seminar**, San Jose State College, San Jose, Calif., April 4-7.

**Arizona Turfgrass Conference**, Holiday Inn North, Tucson, Ariz., April 6-7.

**2nd Annual Georgia GCSA/University of Georgia Turfgrass Short Course**, Center for Continuing Education, University of Georgia, Athens, Ga., May 23-25.

**PGA National Golf Day**, Round of Champions, Old Warson CC, St. Louis, Mo., May 31.

**Rutgers University Turfgrass Research Field Day**, Rutgers University, New Brunswick, N.J., June 8.

**Landscape Architects Field Day**, Cole Nursery Company, Inc., Circleville, Ohio, August 11.

**Golf Course Superintendents Assn. of America Annual Conference**, Netherland-Hilton Hotel, Cincinnati, Ohio, February 13-18, 1972.

### CORRECTIONS

On page 61 in the January issue of GOLFDOM, under Agrico Chemical Company, the prefix "non" was inadvertently dropped before the word "burning." The sentence should read: "It features a high percentage of water insoluble nitrogen, long-lasting, *non-burning* action, and it is odorless."

In the October/November issue of GOLFDOM on page 85 an error was made in the American Society of Golf Course Architects membership listing. Rees L. Jones and Edwin B. Seay, both listed as honorary members, and William H. Diddle and William B. Langford, both listed as associate members, should have been listed as part of the regular membership.

# MASSLINN\* GOLF TOWELS Chix\* TEE TOWELS DISPOSABLE

NON-WOVEN FABRIC

No Losses . . . No Laundry Problems



For samples and information

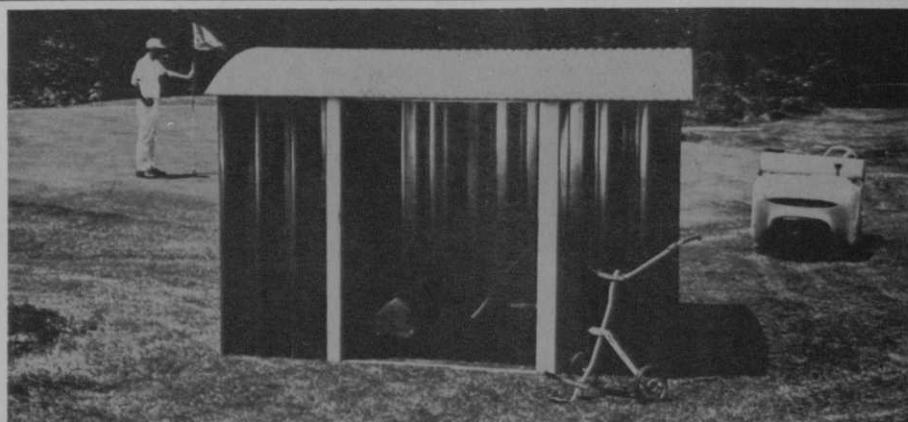
**Chicopee Mills, Inc.**

1450 Broadway, N.Y., N.Y. 10018

\*Trademark ©CMI

K

For more information circle number 224 on card



## BRING YOUR STORAGE SPACE UP TO PAR

with **Utilicom**

... the new, multi-purpose utility building by Conrad

Ideal storage for golf carts, green equipment and all maintenance supplies. Utilicom provides clean, dry, safe storage all year 'round. Rent to your customers for convenient, private storage of carts, clubs.

Heavy gauge, overlapping roof and side panels make Utilicom the strongest, sturdiest building of its kind you can buy. Made of all galvanized metal . . . won't rust. Features full 7½' x 10' floor space, 70" entrance, 7¼' height. Big 57", free-sliding double doors (available on end for golf carts). Available in tan, white,

maroon and blue-green. All bolted construction makes Utilicom easy to assemble.

Send coupon to **Conrad, Inc.**, Dept. GD-4, Houghton, Iowa, 52631 for complete information and name of nearest dealer. Dealer Inquiries Invited.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

For more information circle number 233 on card

## Acushnet offers free lessons

**Acushnet Company**, Golf Div., has initiated a program in which anyone purchasing a set of Titleist woods and irons at a golf course pro shop between March 1 and June 1 of this year can get three half-hour lessons from his home pro free. A suggestion by singer Vic Damone, this program is designed to promote the "golf professional and his shop as the place where today's golfer can find true value," according to L. Dean Cassell, vice president, Golf Div.

Any golfer who purchases a set of Titleist clubs during this period will receive a certificate from his pro. The certificate will be forwarded to Acushnet headquarters, after the golfer has received his three lessons. The professional will then be directly reimbursed by Acushnet.

In addition, specially designed club display racks outlining the free lesson offer are available to professionals.

Acushnet also plans to support the program in commercials for the PGA Tournament, the U.S. Open, the British Open and the Tournament of Champions, which they will sponsor on ABC-TV.

## J & M head dies

**John McGraw Settle III**, 38, president of Johnston & Murphy Shoe Company died recently after a long illness. A native of Nashville, Tenn., Settle was named president of Johnston & Murphy in October 1965. In addition, Settle was vice president of the advisory board of directors of Genesco, Inc., parent firm of J & M. He was also a member of the National Shoe Retailers Assn.

**George N. Nichols** succeeds Settle as president of Johnston & Murphy. Formerly, Nichols was vice president.

## Ace accolades

**Dunlop Tire & Rubber Company Sports Div.** awarded over 9,000 hole-in-one trophies to golfers playing with Dunlop balls in 1970, according to Paul R. MacDonald, president of the Sports Div. The figure, according to the company, is almost one-half of the aces officially recorded by the golfing industry in the past year.

The Dunlop award is the golfer's score card photo engraved on a stainless steel plate mounted together with the ball on a walnut plaque.

# NEWS OF THE INDUSTRY

## Research foundation elects officers

The **O.J. Noer Research Foundation** annual meeting and election of officers was held during the Golf Course Superintendents Assn. of America Conference in Denver. Elected were G.E. Champion, Kansas City, Mo., president; C.E. Daugherty, Chicago, vice president; F.I. Shuman, Philadelphia, secretary-treasurer; Joe Graffis, Chicago, assistant treasurer, and C.G. Wilson, Milwaukee, research director.

Special action was taken to name O.O. Clapper, Boston, an honorary director, after his request to be relieved as president.

Grants-in-aid for the study and treatment of thatch were formalized for Michigan State University and Texas A & M University.

## Disposables conference to be held

The first **International Disposables Exposition and Assembly, IDEA 71**, is scheduled for October 19-21 at the Philadelphia Civic Center. Sponsored by The Disposables Assn., an international trade organization. The conference will include seminar programs covering costs, trends, new processes and developments in non-woven fabrics, safety and health factors and international markets among other subjects. Roundtable discus-

sions will be held and several speakers are scheduled.

Information and registration forms may be obtained from The Disposables Assn., 10 E. 40th Street, New York, N.Y. 10016.

## Tournament suggestions from USGA

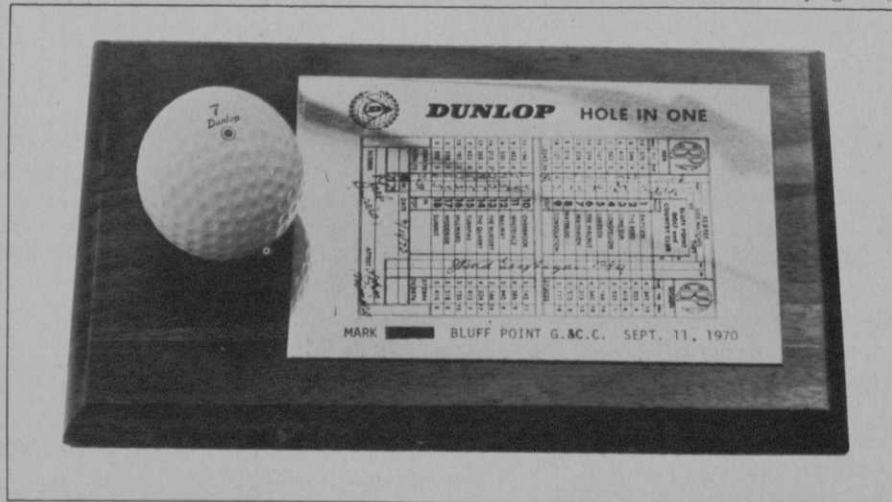
The **United States Golf Assn.** has available a pamphlet of tournament suggestions for golf clubs. Entitled "Tournaments for your Club," it includes such early-season events as a get-acquainted tournament; individual events, such as an individual handicap versus par tournament; team events, such as the four-ball stroke play, and seasonal events such as professional versus members tournament. Instructions are included with each suggestion. Write the USGA, 40 East 38th Street, New York, N.Y. 10016.

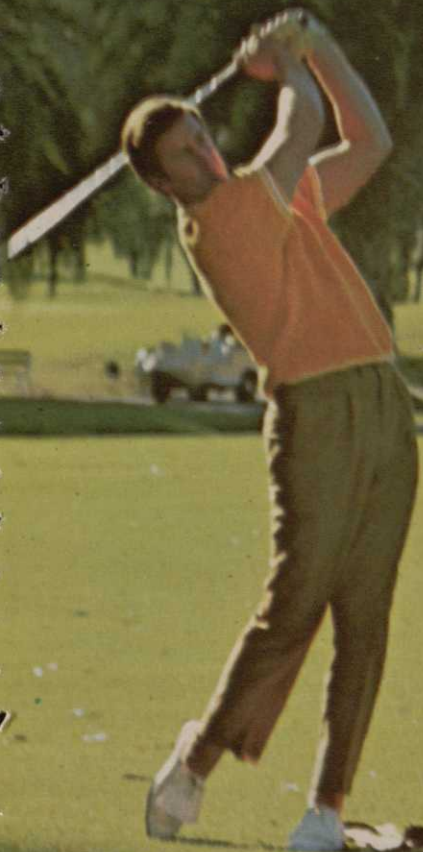
## Consumer spending—restrained

In a recent article, "Ready to Spend, But Still Wary," Business Week assessed the current mood of the American consumer. Although consumers are tired of holding back on spending, they are not "spending with elan." Fears of unemployment and high prices only partly explain their hesitancy. Another concern which reinforces the "inflation-recession paranoia" is the current fiscal woes of many state and municipal governments, or rising taxes.

A more subtle, psychological effect is the growing disinterest, among the educated consumers, with material goods. This reaction was noted by William Worden, a Boston psychologist: "Conditions in the world don't warrant the luxurious, opulent kind of spending we used to see. There is now a sense of impropriety about it... more sensitivity to what is essential

*(Continued on page 35)*





## Westinghouse electric golf cars earn you bigger profits. They're built to last.

You can make bigger profits with the Westinghouse 437. They're built stronger to last.

Added strength didn't just happen. We planned it that way. We knew you wanted a golf car that's tougher than your toughest customer—that takes to tough terrain, rough handling, and downright abuse. Westinghouse electric golf cars give you this and more.

The Westinghouse 437 is the answer to your challenge. It was born on the rugged torture track we created. The world's worst golf course. Potholes, partially submerged logs, rocks, even tangled underbrush.

The 437 was driven over obstacles full tilt. It was crashed through matted underbrush. Churned through mud and debris.

Out of this tough, torture-track testing came the car that's built strong, inside and out. The car that's tougher than your toughest customer. Yet, it's quiet, fumeless, smooth to handle.

Earn a bigger slice of profit. Contact Westinghouse Electric Corporation, Electric Vehicles, 26701 Redlands Blvd., Redlands, California 92374.

You can be sure... if it's Westinghouse



For more information circle number 243 on card

# It wasn't easy. But we made the Greens King even better.

How do you go about improving upon a greens mower that is the standard of the industry? That has five years of gruelling testing and two years of customer use on the greens behind it? That already cuts fine, cuts smooth, cuts even?

It wasn't easy. But we found 24 ways to make it even better.

Now it cuts finer. Smoother. More evenly. The increased reel-cutting

frequency does that. The new step-cut feature with positive mechanical positioning improves efficiency. Plus, there's a new, optional vertical mower assembly.

And some 1971 improvements for the operator, too. Like a new foot pedal that raises and lowers, engages and disengages the reels, without taking his hands off the steering control. And the new utility carry-all

compartment for handy storage of light tools. And a newly designed seat with a back rest and ventilated ribs for cooler driving.

Plus 18 other new improvements.

Of course, it still speeds through 18 greens in less than 4 hours. In short, it's still the king of the greens.

But with 24 more reasons why you should have it.

## JACOBSEN®

Jacobsen Manufacturing Company, Racine, Wisconsin 53403  
A member Company of Allegheny Ludlum Industries



For more information circle number 163 on card

and what is superfluous.”

Other observers feel that economics is the principal villain—and that relief is in view. According to Dr. William Heuson, chairman of the University of Miami's department of finance, a tentative move back into the marketplace is beginning. He adds, “The search for goods is on, but people continue to be very wary.”

#### News briefs

**Columbia CC**, Columbia, Mo., has begun a \$200,000 addition to its clubhouse which will include a kitchen, dining room, locker room and bar and will more than triple the space of the pro shop.

**Cliff May** has been retained by the Grant Corp. to design the clubhouse for the new Anaheim Hills 27-hole public golf course. It will be built in May's rustic style . . . **Walter Richardson Associates**, an architecture and planning firm has been retained by Hal Grove, Inc., to design a \$6 million planned unit development on the Oak Hills golf course, Omaha, Neb. The development will occupy a 40-acre island surrounded by Oak Hills fairways.

**Michigan State University** information service suggests planting trees and shrubs to attract animals and birds. A number of these plants, particularly those which produce nuts and berries, will provide wildlife with food and cover, stabilize the soil and do not require extensive care. Two shrubs recommended by conservation authorities are autumn olive and multiflora rose and in moist ground, several species of dogwood and viburnum planted in groups are recommended. For drier soils, MSU recommends Staghorn sumac, fragrant sumac, Tatarian honeysuckle, wild plum, buffaloberry and Indian current. Vines such as American bittersweet, Virginia creeper and wild grape produce food for more than 100 species of song and game birds, rabbits, raccoons, squirrels, opossum and foxes. In addition, nut-bearing trees, such as black walnut, red oak, pin oak and shagbark hickory as well as evergreens, such as white spruce, jack and Scotch pine, northern white cedar and prostrate juniper are also important.

For information on the type of

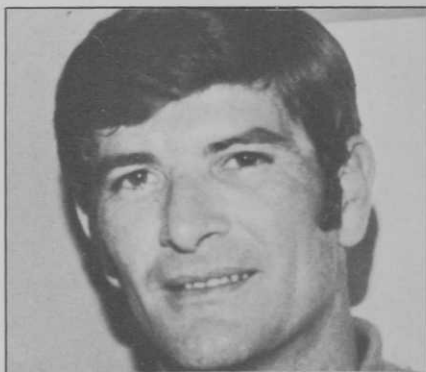
plant, tree or shrub best for a particular soil condition, contact a local nursery, soil conservation district office or county extension office.

#### Rawlings golf ball makes debut

**Rawlings Sporting Goods Company** has entered the golf equipment market with the introduction of a new professional golf ball, the Blue Tee at the recent Blue Tee Golf Event held at the Fletcher Hills CC, San Diego, Calif. The Blue Tee ball was designed to meet golfing standards and is available only through pro shops.

**Tom Hust** (photo right) won the

event, getting \$500 of the \$3,000 awarded in money and prizes. A total of 60 San Diego professionals participated in the events.



**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 206 on card

■ When you put in something as critical as underground sprinkling, you get only one chance to do it right. And on hundreds of courses since 1961, that has meant Toro equipment.

Toro's Vari-Time\* Control System has set the standard.

We've been leaders in sprinkler head design for years. The first Valve-In-Head, the first sealed gear drive, the first 2-speed heads for fairways and greens. A few reasons great championship courses are choosing Toro.

Our equipment costs about the same as other brands cost.

**Toro. Because you only do it once.**



Because of better design, ours  
saves money over the long haul.

With a Toro Central  
System, you control the entire  
course from one location. Make  
instant changes in your program  
as the weather shifts. Savings on  
labor costs can be dramatic.  
Water efficiency is maximized.

Soggy turf and puddling are  
virtually eliminated.

Let us help you build and  
maintain the kind of turf you've  
been dreaming about.

# TORO®

**We Take Care**

Toro Manufacturing Corporation, Moist O'Matic Division 5825 Jasmine Street—P.O. Box 489, Riverside, California 92502



A Toro Vari-Time\* Central Control System keeps  
the turf here at Oak Ridge Country Club and  
over 300 courses installed in the last two years.

\*Exclusive Trade Name Toro Mfg. Corp.

Light Weight - One Hand

# RAKE-Ezee SAND TRAP RAKE

Short handle, light weight. Golfer can rake trap while holding club in other hand.

## HIGH DENSITY PLASTIC WEATHER-PROOFED

The bright, yellow-handled RAKE-Ezee Rake flags attention, reminds golfers to rake trap. Stands erect on blunt metal point.

Sturdy, attractive, won't rust, yet low in cost. Rake-Ezee stands erect on point, reminds golfer to rake trap. Fully guaranteed with tough plastic head. See your distributor, or write:

MFD. BY  
NORTH CENTRAL  
**Plastics** INCORPORATED  
ELLEDALE, MINN.

For more information circle number 168 on card

## PEOPLE IN THE NEWS



Brady

**James P. Brady** has been named regional manager for International Harvester's line of industrial equipment. He will be responsible for the sale of tractors and equipment in the United States.



O'Keefe

**G.J. O'Keefe** has been named president of the MacGregor Div., Brunswick Corp. He was formerly director of marketing for Brunswick's Consumer Div.



Yocum

**Frederick L. Yocum** has been appointed director of advertising and sales promotion for Spalding Sales Corp., responsible for advertising, promotion, trade displays and company catalogs.



Gaches

**W. D. Gaches** has been appointed president of the recently-formed Johns-Manville Irrigation Corp., a subsidiary of Johns-Manville Corp. Gaches will continue as vice president of the Johns-Manville Sales Corp.

**George Kerbey, James King, Benjamin Heskett, Edward Selenski and Bruce J. Bradford** have been appointed manufacturers' representatives for Trimec Turf Herbicides. Kerbey is responsible for the Mid-Atlantic states, King for the Southeast states, Heskett for Ohio and western Pennsylvania, Selenski for Minnesota and Bradford for California, Nevada, Utah and Arizona.



Wachter



Johnson

**Charles Johnson and Harry Wachter** have been appointed district sales managers for the Flintkote Company Pipe Products Group. They will be responsible for the sales and service of Orangeburg Fibre and SP Polyethylene Pipe and Tubing. Johnson will serve Washington, Oregon, Idaho, Montana, Wyoming and Utah. Wachter's area is Southern California and Arizona.

**Phil Armbruster** has joined Hille-rich & Bradsby Company as a Power-Bilt representative. He will cover southern Indiana, Kentucky and Tennessee. Armbruster was Kentucky State Junior Golf Champion in 1964.



Fowler

**Joe Fowler** has been appointed to head up the newly-formed Turf and Grounds Products Div. of Southern Mill Creek Products Company, Inc. The company manufactures and distributes insecticides, fertilizers and related equipment. Fowler will be responsible for the reorganization of the sales and service departments into a specialized turf division.

**Timothy B. Yarrow** has been promoted to corporate director of long range planning for Indian Head, manufacturers of metal and automotive products, specialty textiles, information technology and glass containers.

## EVERY PRO NEEDS THIS! Kenneth Smith's Professional Shop Manual of Instruction



Tells how to:  
Apply grips  
Change club length  
Remove & replace shafts  
Refinish wood heads  
Alter wood & iron heads  
Many other tips to make better & quicker club repairs.

Send Order & Check Today  
Price \$1.30 postpaid

**Kenneth Smith**  
GOLF CLUBS  
*Hand Made to Fit You*

World's Largest Custom Club Maker  
Box 41-GM, Kansas City, Missouri, U.S.A.

For more information circle number 270 on card





## Get the pipe that eliminates winter rules ...in the summer.

The strength and versatility of cast iron pipe can easily become your most valuable asset.

Even if yours is a four-season course, rugged cast iron pipe can handle the hazards. Such as water hammer, higher and higher pressures, heavily laden maintenance vehicles.

And if you're planning a revamped look for your course, cast iron pipe makes it easy. Dig it up. Move it around. Reuse it. Expand the system to suit your new layout. Add sprinklers when and where you want them—cast iron pipe takes quick, clean, leakproof taps with strip-proof threads...and no water hammer hazards.

# CAST IRON PIPE

As for long life, would you settle for a century (or two) of service? That's how long corrosion-resistant cast iron pipe has been reliably delivering water to hundreds of cities and towns nationwide.

Get set for season after season of worry-free watering. Install cast iron pipe.

Write for your free copy of Booklet A-27, "Golf Course Irrigation." It's packed with design and installation tips and helpful planning guidance.



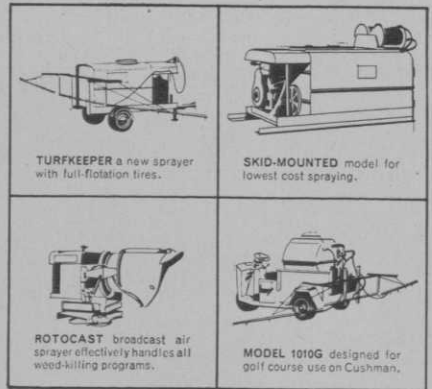
CAST IRON PIPE RESEARCH ASSOCIATION • Executive Plaza East  
1211 West 22nd Street • Oak Brook, Illinois 60521



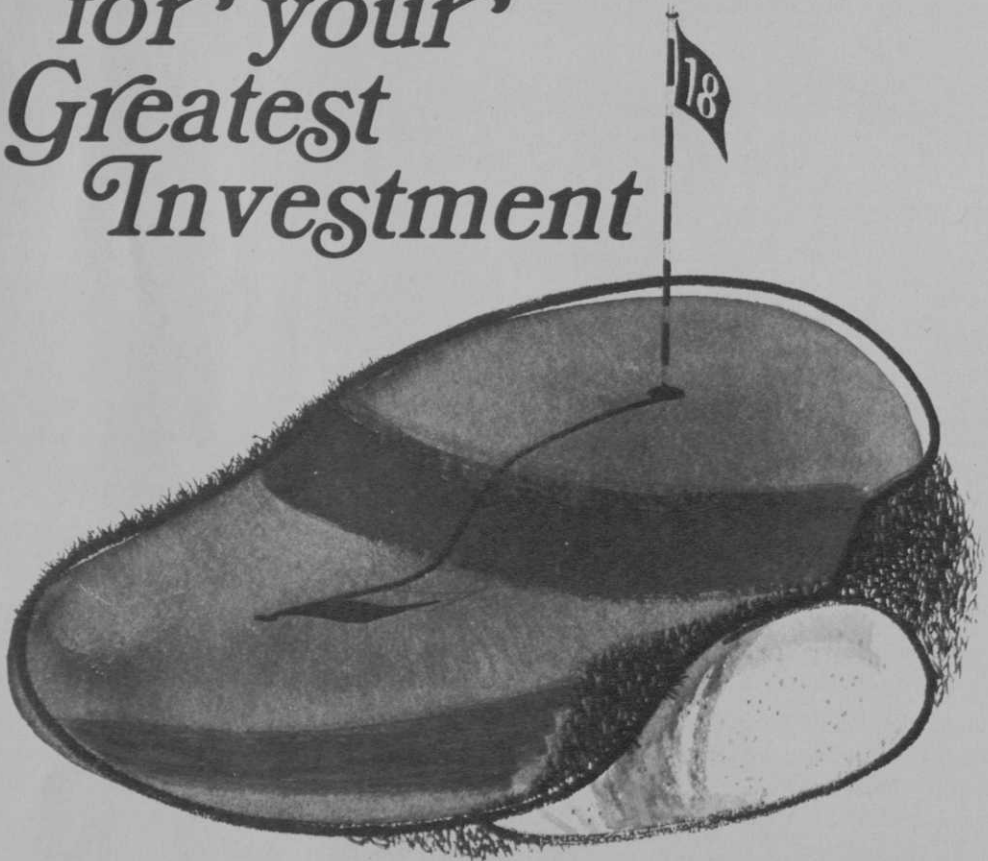
An association of quality producers dedicated to highest pipe standards through a program of continuing research

THE MARK OF PIPE THAT HAS SERVED OVER 100 YEARS IN OVER 100 CITIES

No question about it, that priceless investment in greens you have needs all the protection you can give it. Such as turf fertilizing, weed control, root-feeding, insect and disease control. This is where John Bean comes in . . . As the largest sprayer manufacturer in the country, John Bean can most closely match your need. Whether you want to stand off some distance from that green—which isn't a bad idea when it comes to avoiding turf damage—and aim a controlled spray from a Rotocast . . . whether you want a boom-type sprayer for your fairways . . . or whether you want to windrow leaves, spray trees and shrubs, pressure-clean other equipment, or eliminate a mosquito problem . . . you'll find a real "pro" in a John Bean sprayer. Call in your John Bean dealer for a demonstration.



# Best protection for your Greatest Investment



POWER SPRAYING EQUIPMENT

**JOHN BEAN**

DIVISION

Lansing, Mich. - Orlando, Fla. - San Jose, Calif.

For more information circle number 188 on card