

Use ACTI-DIONE® on Tees Greens Fairways

THESE PROVEN TURF FUNGICIDES HELP PREVENT OR ERADICATE

- Leafspot
- Dollarspot
- Melting-out
- Fading-out
- Going-out
- Brown patch
- Pink patch
- Rust
- Powdery mildew
- Pythium

**Your golf course
looks better
and plays better
when you have
healthy turf**

The unretouched photographs on the opposite page were taken the same day at golf courses less than 40 miles apart. The relative conditions of the two courses show what a difference diseases can make.

When you invest up to \$50,000 a year in fertilizer weed control, water and management practices (verticutting, aerifying, mowing and the labor they require), your investment deserves the protection of a complete disease control program.

Many superintendents have discovered fairway disease control programs actually pay their own way by keeping golfers happier and by eliminating the problems and costs which arise when fairway turf is lost. The increased play from growing numbers of golfers is too much of a challenge for anything less than healthy turf.

The same basic principles and practices used to control disease on the greens apply to tees and fairways, even though the level of control on fairways is not so critical as that required on greens.

Although Acti-Dione turf fungicides can eradicate many turf diseases, prevention is always less expensive than cure. You should start your fairway spray program in the spring as soon as possible after the first mowing and continue the program on a scheduled basis—usually an interval of 21 to 30 days.

TUCO has both the proven products and the experienced personnel to help you in your scientific turf management program. Just a call will put one of our highly trained and expert field representatives to work explaining how you can maintain healthy tees, greens and fairways.



TUCO

Division, The Upjohn Company, Kalamazoo, Michigan 49001

For more information circle number 176 on card

C-1686

FROM
TEE
TO
GREEN
TRIMEC[®]
TURF HERBICIDE
MAKES THE
DIFFERENCE!



Now you can have positive control of hard-to-kill weeds in cool as well as warm temperatures on a variety of 2,4-D resistant weeds.

Trimec turf herbicide is a patented combination of herbicides that display "synergism" and controls hard-to-kill weeds at lower rates than normally needed with the individual herbicides you're now using.

Gordon's Fairway Broadleaf Herbicide is in a class by itself. It contains 2,4-D, MCPP and Dicamba in a patented formulation which controls virtually all broadleaf weed species, while the individual herbicide components do not. It is the patented "synergism" of the formulation that makes the difference.

Call 913/342-8780 today, or write Gordon's about new Trimec Fairway Broadleaf Herbicide and other Gordon turf care products.



PBI - GORDON CORPORATION

300 South Third St.
Kansas City, Kansas 66118
A.C. 913/342-8780

TRIMEC[®]
TURF HERBICIDE
MAKES THE DIFFERENCE!

For more information circle number 196 on card



by Herb Graffis
**SWINGING
AROUND GOLF**

The high cost of showing

There's pleading already to eliminate questionable expenses in turf equipment selling this year. Dealers and manufacturers won't be spending money for salaries, transportation expenses and entertainment to demonstrate machinery and staff exhibitions as loosely as previously. The total got too high. Last year when golf shared what was grimly called "a general recession," canny dealers and manufacturers found that some selling expenses meant money that might better be used in paying for equipment. Every superintendent, who is a practical businessman, knows that sectional demonstrations have become an expensive habit. That wasted money is ultimately taken from the superintendent's salary.

Years ago a man, who as president kept a famous private club out of bankruptcy, said, "Golf officials and committeemen and managers and superintendents don't know how to handle money. I told our fellows it was costing us about \$3 a round for course upkeep and we lost around \$1.50 on every meal we served... When you figure down to what it costs per round or per meal you get your people taking a clearer look at the problem. If they whine 'We need more members,' they're begging for somebody to bail them out of their own incompetence."

Since 1934 that observation hasn't been proved wrong. Number of rounds played and number of meals served are the two primary items in

golf club statistics. But even the specializing CPAs don't have those elementary figures. So their reports are like comparing the traffic in a telephone booth with that at Kennedy International Airport.

I've seen one club annual statement indicating that the course maintenance cost is more than \$6 a round. Because club bookkeeping is done in the clubhouse, it should be easier to figure revenue and net cost per meal, but it isn't done that way. Even at public courses costs per round of maintenance can rarely be figured. From what I've seen for 1970 maintenance, costs on public courses per round are between \$1.75 and \$2.50. Golf is supposed to be a business in which people know the score. We may be kidding ourselves deeply into the red.

Dick Dodds goes to the pro post at Saginaw (Mich.) CC from Gary (Ind.) CC... **L.T.A. Schmidt** succeeds his former boss, **Bud Fullaway**, as pro at Miracle Hill GC, Omaha. Bud's getting out of pro golf into a big selling job... A job switch you don't often hear about is from pro to superintendent. **Gene Deeds** did that in going from pro position at Farwell (Tex.) CC to superintendent post at Lubbock (Tex.) CC.

The **United States Golf Assn.** is considering republishing its Record Book. So if any of you have discovered errors in the big book and its USGA tournament results supplements since 1961, please send details to Robert R. Sommers, Public Information Editor, USGA, 40 East 38th Street, New York, N.Y. 10016. Mike Brady and I thought we'd found an error in adding scores, but I haven't been able to locate it again.

Women's Trans-Mississippi GA is thinking about having its 1973 championship in the East for the first time. The Women's Trans-Miss. started in 1927, and has grown to be one of the major amateur events for the girls. Mrs. Arnold Fladoos, 745 Perry St., Dubuque, Ia. 52001, is president.

The sale of Pinehurst for \$9 million shows what golf can do in building a locality. In the late 1980s **James W. Tufts** of Boston, soda fountain manufacturer and philanthropist, bought 10,000 acres of land from which Page interests had harvested timber and turpentine. Walter Hines Page, later ambassador to Great Britain, handled the deal and

(Continued on page 24)

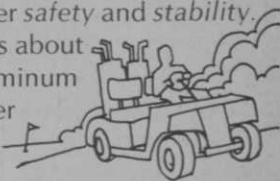
The Golf Car of 1975 NOW!



The Best DRIVE You'll Ever Make
The Best MAKE You'll Ever Drive

Why is it a 4-Wheeler?

A leading insurance authority predicts an end to the 3-wheel golf car by 1975. The 4-wheel CAROCHE outperforms a 3-wheeler, with greater safety and stability. Lighter than most 3-wheelers, it costs about the same. And its sturdy aluminum frame and fiberglass body will never rust, corrode or need painting.



Why is it electric?

Congress has set 1975 as the deadline for eliminating harmful exhaust from cars. The electric CAROCHE will go 36-54 holes on hilly courses, without the pollution, smoke, noise, odor or fire hazard of gas cars. In addition, independent studies have proven electric vehicles cost considerably less to operate and maintain than those powered by gasoline engines.



Why is CAROCHE ahead of its time?

When CAROCHE was introduced in 1970, it caught the golf car industry by surprise. For instance, it was the first golf car to employ both automotive type hydraulic wheel brakes and a mechanical braking system on both rear wheels. It was the only golf car available with supplementary bag racks—easily attached or detached at rental point—enabling it to carry either three or four bags. Its combination of light weight, compact size and easy serviceability made it an instant winner with fleet owners. And how do you make the best even better?



That's the story for CAROCHE in 1971.

Why don't you at least ask for a demonstration?



Some golf cars will have obsoleted themselves by 1975. CAROCHE may be as much as a decade ahead of its time. Write or call today for a free demonstration of the golf car of the future — CAROCHE.

Caroche

What a golf car should be.



P.O. Box 897 Augusta, Ga. 30903 (404) 798-8687

We'd like a CAROCHE demonstration.

NAME

CLUB

ADDRESS

CITY COUNTY

STATE ZIP

Limited Number of Dealerships Available. . . Write for Details

got \$500 down on a \$7,500 sale to Tufts.

That far back, there was already recognition of a pollution problem. Tuberculosis was associated with the coal smoke and chemical wastes in city air. Tufts thought the Carolina piney atmosphere would be good for TB victims. It was. But when Tufts hired Donald Ross in 1900 to put in a nine-hole golf course, the destiny of

Pinehurst was switched. Instead, it became the American St. Andrews. Golf pilgrims took the story far and wide and Donald Ross became architect of nearly 500 courses, many of which show his genius undimmed by the changes of equipment and turf.

Donald Ross had a gift for selecting the right site back in the days when the architect had an opportunity to choose a location with natural golfing features. He'd place the greens first and work backward to the tee. At Pinehurst there were sand

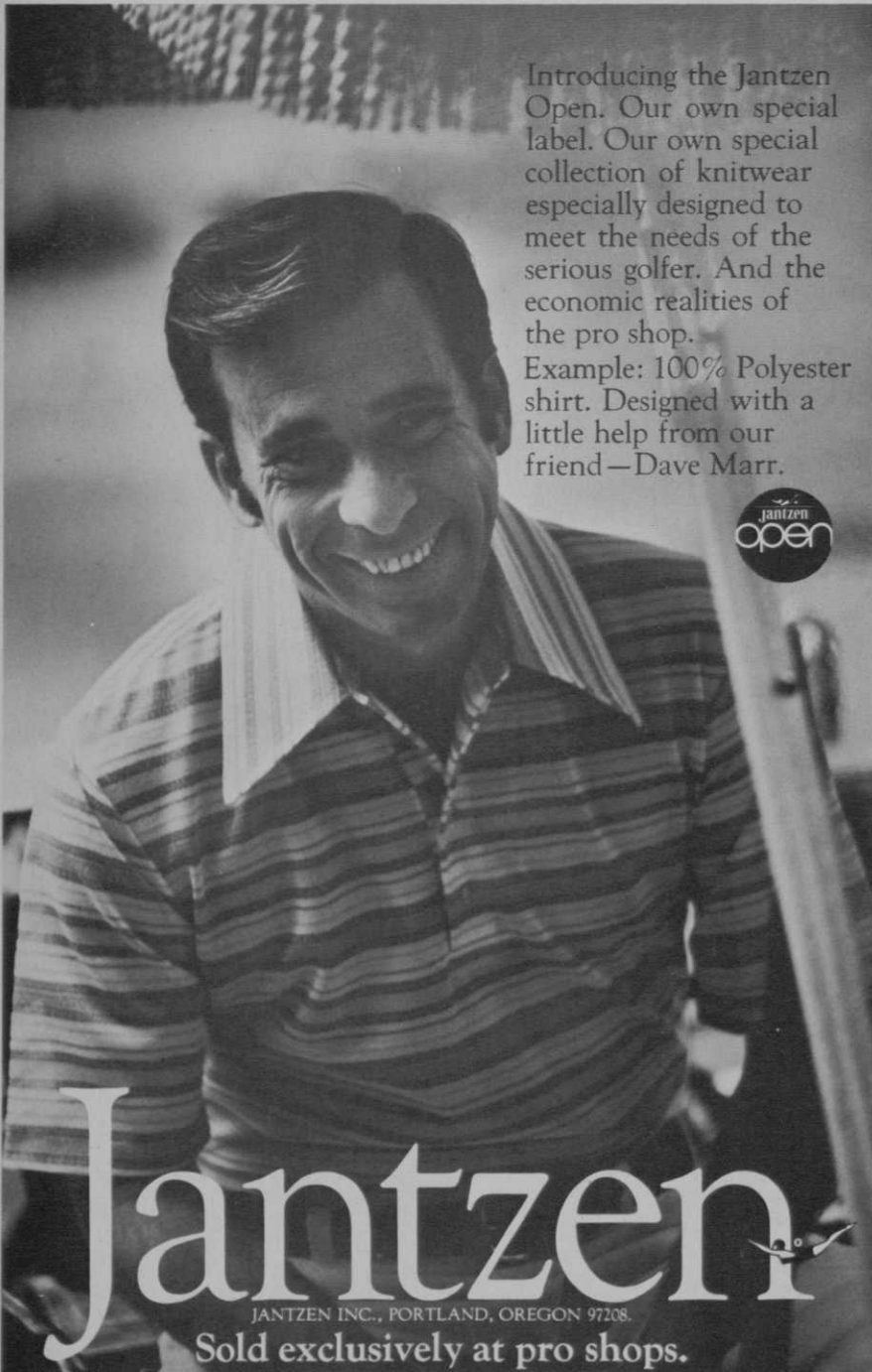
greens on the four courses until around 1935. That encouraged building many courses where water wasn't available for greens. At Pinehurst the practice tees were on a rise known as Maniac Hill. During the North and South Open pros and amateur enthusiasts enjoyed experimental and discussion sessions through the day. When the North and South Open ended in 1951 after 48 championships, it was succeeded by the North and South Seniors championship which became so popular a waiting list was quickly established. The Seniors proved to be a valuable asset to the entire sector. A property boom developed bringing in wealthy residents which spurred a revival of golf interest and spending in the Carolina Sand Hill territory.

Dick Tufts, for years president of Pinehurst, Inc., put on a PGA championship and a Ryder Cup match when the PGA was in dire need of a host for those events. He was USGA president in 1956 and 1957. James E. Harrington became Pinehurst president in 1963 when Dick Tufts was named board chairman. Dick's son, Peter, and his cousin, Leonard Tufts, have been active in Pinehurst's operation. Diamond Head Corp., Mountain Side, N.J., a holding company controlled by Malcolm McLean, is now owner of Pinehurst. The company also owns resorts at Bay St. Louis, Miss., Fairhope, Ala., and Ardmore, Okla.

After 18 years as superintendent, Mountain Lake GC, Lake Wales, Fla., **Harvey O. Linderman** goes to Palm-Aire CC, Pompano Beach, Fla. **Walter Lowell**, new president of the Connecticut PGA is pro and general manager of the Canton course in suburban Hartford. His family owns the course... **Pacific Northwest Section PGA** is holding its annual meeting, merchandise show and pro-salesmen tournament three days early in November so that salesmen have new lines and get clean-up orders for Christmas pro shop business. The timing saves money all around. **Ed Cox**, Jackson Park GC, Seattle, is show chairman. Cox says the latest show (the fifth) has good volume of orders indicating pros are optimistic about a stored-up demand turning into sales early in 1971.

Arthur Hills, who's been doing interesting course architectural jobs in central and southern states, has an idea deserving extensive use. Instead

(Continued on page 29)



Introducing the Jantzen Open. Our own special label. Our own special collection of knitwear especially designed to meet the needs of the serious golfer. And the economic realities of the pro shop.

Example: 100% Polyester shirt. Designed with a little help from our friend—Dave Marr.



Jantzen

JANTZEN INC., PORTLAND, OREGON 97208.
Sold exclusively at pro shops.

For more information circle number 211 on card



Put your ear to this page. Listen to the quiet gas car...Harley-Davidson.

A Harley-Davidson gasoline golf car never speaks loudly. Or out of turn. Running, it's quieter than a voice in normal conversation. And fifty percent quieter than any other gas car. When you want absolute silence, you get it. And you get

it fast. Just take your foot off the accelerator. All you hear is silence. There's no distracting idling to cause you to lose the line on your thirty-foot putt. And no unnecessary revving to put up with. To start our gasoline car,

For more information circle number 275 on card

just depress the accelerator. That's all there is to it. Nothing else. Harley-Davidson golf cars. The quiet ones. Gas or electric models for outstanding silent service. AMF | HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201.

Step 1 in the TERSAN® 1-2-3
Total Disease Preventive Program

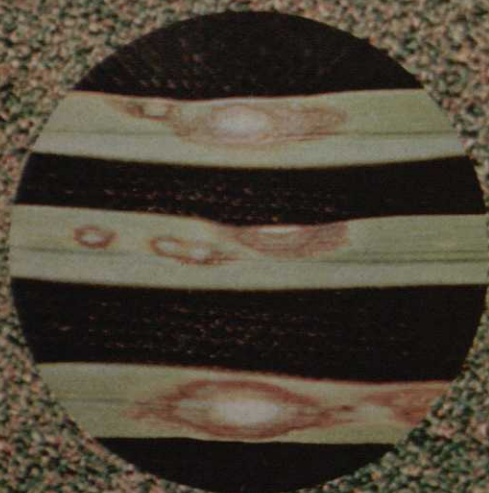
Spray now with TERSAN® LSR to stop spring turf diseases before they start.

Leaf spot problems caused by over-wintering spores of *Helminthosporium* spp. can be prevented. So can Rust and Rhizoctonia. Non-mercurial TERSAN LSR, applied right now, is the specific fungicide to use. TERSAN LSR will stop the *Helminthosporium* spp. cycle before it starts.

TERSAN LSR is the first fungicide you use in a season-long Du Pont turf program that prevents troublesome diseases . . . on tees, greens and fairways. The **Du Pont TERSAN 1-2-3- Total Disease Preventive Program** is effective, economical and all non-mercurial. Proven at experimental stations and on many golf courses around the country, TERSAN LSR, TERSAN 1991 and TERSAN SP prevent or control all major turf disease problems.

For full information on the new **Du Pont TERSAN 1-2-3 Total Disease Preventive Program**, just call your golf course supplier.

With any chemical, follow labeling instructions and warnings carefully.



Leaf Spot

Introducing the Dawn to Dusk Battery.



The amazing new battery for golf cars from Exide and Willard. Delivers 41% more running time and a two-year guarantee.

No golf car battery made can compare with this revolutionary new power source made only by Exide and Willard. It's rated at 106 minutes of continuous running power, or 41% more than standard* golf car batteries.

That's enough power to let your golf cars run from sunup to sundown for two full years. We guarantee it. In writing.

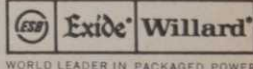
What's more, the new one piece cover and quarter-turn vent caps save battery main-

tenance and inspection time.

Any way you look at it, Exide's and Willard's exclusive, new polypropylene EV-106 battery could mean more money and less aggravation for your course beginning this year.

Call your nearest Exide or Willard distributor (or Jim Williams in our Cleveland office at 216-861-7100, collect) before you buy batteries this season. He'll be glad to give you all the specifications on

Exide's and Willard's new line of polypropylene batteries for golf cars, including the new EV-88.



ESB Brands, Inc.
 A Subsidiary of ESB Incorporated
 Box 6949, Cleveland, Ohio 44101
 Please send me your free "Battery Maintenance" pocket manual and wall chart.

Name _____
 Golf Course _____
 Address _____
 City _____
 State _____ Zip _____

*The standard golf car battery is rated at 75 minutes continuous running power by the American Golf Car Association and Battery Council International.



REAL PRO

A real pro can really be counted on in a pinch.

That's why we call this Ford 3500 tractor-loader-backhoe a real pro. Course officials at the PGA National Golf Club in Florida called on their Ford 3500 recently when they had to meet a critical deadline for the 1971 PGA National Championship! The versatile Ford 3500 came through by transplanting 400 trees and placing hundreds of feet of

irrigation line. Plus they got top performance from the 3500 TLB lifting, loading and distributing top dressing to cover 54 greens!

You can count on Ford equipment the way the PGA counts on all 28 pieces of theirs, ranging from a 14 hp Ford lawn and garden tractor all the way up to a 57 hp Ford 4500 tractor-loader-backhoe. Specify Ford and you'll always "make the cut."

Your Ford industrial tractor and equipment dealer is listed in the Yellow Pages under "Tractors" or "Construction-Equipment." Contact him for information on how to buy/lease/rent.

NUMBER ONE ON WHEELS
FORD TRACTOR



of trimming all streams and pond edges he leaves spots naturally rough and attractive to birds and fish. He adjusts these areas to the golf design requirements and gets colorful wildlife sideshows for golfers.

Mighty nice thing **Baltusrol GC** did in naming a clubhouse section the Johnny Farrell room. In it are Farrell trophies and mementoes of the national championships to which Baltusrol has been host. Johnny's been Baltusrol pro for 37 years.

Wonder how many rooms at fine country clubs are formally or informally dedicated to famed golfers' show trophies, equipment, pictures and other association items. Colonial has its Hogan exhibit, Augusta National has Jones's clubs and East Lake has had Bob's trophies. At the Country Club of Rochester, N.Y., there are Hagen items, the Fort Myers (Fla.) CC has a Patty Berg Room. There must be many rooms and collections I've forgotten or never have seen.

On the rim of the Dunedin (Fla.) CC, formerly the PGA National GC, lives **Mike Brady**, one of the liveliest of America's golf historian professionals. Mike was honored by the Massachusetts GA not long ago. What a historic room could be decorated with the Brady golf saga as its theme.

A couple of fellows who've won Pro of the Year honors from their members for 25 years have been honored by their clubs with thank you parties. They are **Al Baka** of Purpoodock Club, Cape Elizabeth, N.J. and **John Hoetmer** of Sand Point CC, Seattle, Wash.

Dick Clark goes to the new International GC, Atlanta, Ga. as pro. He was at Radium Springs (Ga.) GC . . . Townson (Md.) CC now has **Bill Sporee** as head pro . . . **Ken Folkes** is pro at new Forest GC at Charlotte, N.C.

George Hindley, Jr. is now general manager Bethesda (Md.) CC from Brookside G&CC, Columbus, Ohio . . . **Calvin C. Buswell** from New Haven (Conn.) is now manager of the Country Club of Salt Lake City . . . **William J. Hodges** is now general manager of Tucson (Ariz.) CC. He was formerly at Paradise Valley CC, Scottsdale, Ariz. and was president Club Managers Assn. **Lloyd Batstone** remains at Tucson CC as administrative assistant. □



Only the Ryan "Green Team"

provides the perfect system

for keeping perfect greens.

The perfect combination of equipment for maintaining superb greens is the Ryan "Green Team". This turf trio of rugged, proven machines provides a system for keeping perfect greens.

First, you use the Ryan Greensaire (1) which aerates and dethatches in one easy operation. The Greensaire removes more cores (3" long) than any other aerator made. Its fast, clean coring action removes over 2 cu. yds. of soil and thatch per

5,000 square feet.

Next, use the Ryan Mataway (2), or Ren-O-Thin, to break up the cores in just a few minutes. Its vertical blades can be set to skim the turf surface or lowered to remove additional thatch.

Completing the system is the Ryan Spread-Rite (3) which can top dress, and drag a freshly aerated green. For perfect greens, use the perfect system . . . The Ryan "Green Team".

Write for FREE Ryan Turf Equipment Catalog.



RYAN EQUIPMENT COMPANY

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For more information circle number 255 on card

Grass happens. Fine turf doesn't.

Jacobsen makes the difference.

Healthy, beautiful turf doesn't just happen. It's made that way. And Jacobsen offers a complete line of equipment to make it that way. And keep it that way.

Aerators for better growth. Hardy turf grows best in aerated soil. Jacobsen Aerators allow air, water, sun and fertilizer to penetrate deeper and encourage the secret of healthy growth: deep root penetration. For healthy, deep rooted turf, a wide range of models and widths is available. Some are self-propelled. Some are pull-behind.

