

You're in charge of the biggest news in golf.

Your players are going to be asking you about Acushnet's new concept in irons.

Because our advertising is geared to make it happen.

What we'll do is tell them as much as we can through advertising. We'll be co-sponsoring the television coverage of 6 major golf tournaments, plus, we'll be running color spreads in the top golf publications.

We will supply you with a handsome, fully-illustrated brochure, simplifying the more technical aspects of our bold new concept. Also, you will receive colorful informative display and merchandising materials to assist you in explaining this concept.

At Acushnet, we feel that our powerful advertising efforts, coupled with your professional follow-through, is a perfect example of the "Pro Only Policy" working at its best. We'll get them interested, you close the deal.

We will have available this fall (in the open territories) a limited quantity of our new irons for both your and your customers' approval. Production is at full capacity, right on target to meet next year's anticipated sales demands.

These revolutionary irons not only are worth waiting for because of their radical break with conventional design, but because they, truthfully, will become, and set the standards of the future.

So, expect your players to be asking you about new Titleist irons.

Acushnet:
We're out to improve
your game.

ACUSHNET SALES COMPANY 
Sold thru golf course pro shops only



Longer
driving
starts
here.....and here!



DON'T HANDICAP YOUR GOLF CARS.

Use Trojan Golf Car Batteries with years of proven quality — standard of the industry is the Trojan J-170.

For extra rounds of golf plus extra months of service use the Trojan J-190 — or for the finest of all, the Trojan J-217.

THE CLEAN QUIET GO FOR YOUR GOLF CARS...

GO ELECTRICALLY...GO TROJAN

TROJAN "MILEAGE MASTER" GOLF CAR BATTERIES

TROJAN BATTERY COMPANY • 9440 ANN STREET • SANTA FE SPRINGS, CALIFORNIA 90670

For more information circle number 211 on card

The car of the year.

This year, when almost everybody else is introducing a '72 golf car that's really a '71, we're introducing a '72 golf car that's really a '72. With changes that amount to a lot more than plastic surgery.

Such as the new side rub rail and foot rest that we added to protect the fiberglass body and dash assembly. Coupled with our spring steel bumpers, this new feature gives our car the most protection ever.

Then there's an improved body hold down system to permit easy access to the motor and batteries. Except you probably won't be using it very much. Because what it gives access to is the most efficient and maintenance-free drive system on the market.

There's also an improved speed control system to give you smoother, safer starts. And there's an improved brake system to give you smoother, safer stops.

And you know how some golf cars want to

keep on going even after you use the parking brake? The 1972 Pargo isn't one of them. Because we developed a parking system that holds every time.

For comfort and convenience, we also developed a golf bag mount that protects and holds any size golf bag securely every time. We recessed the wheels to keep water and dirt from spraying the golfer. We installed new drink holders and individual accessory pockets. We added a score card holder to the passenger's side.

We even restyled the body, designing it to fit previous Pargo models. And we did a lot more our sales manager would like to tell you about.

For a demonstration and name of your nearest dealer, write Ron Meade at Pargo, Inc., P.O. Box 5544, Charlotte, N.C. 28205. Or call him at (704) 596-6550. No matter what you ask him about Pargo, one thing's for sure: He won't tell you the same story you heard last year.




Pargo, Inc.



GOLFDOM

INCORPORATING GOLF BUSINESS

 A PUBLICATION IN THE UNIVERSAL PUBLISHING AND DISTRIBUTING CORPORATION
FAMILY OF SPECIAL INTEREST MAGAZINES.

VOL. 45 NO. 10

OCTOBER/NOVEMBER 1971

SPECIAL BUDGETING AND PLANNING ISSUE

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What increases should superintendents expect regarding costs of labor, supplies, chemicals, repairs and new equipment? Author Charles Baskin estimates cost increases and offers some suggestions on budget preparation
- 34 Show Them Where the Money Goes** **Ted Smith**
An annual display of turf maintenance equipment, steam cleaned and painted, has been an important communication tool for Dominic Thomas at Huntingdon Valley. This display impresses members with the scope and importance of the superintendent's job and helps lower resistance to future purchases of new equipment
- 37 The Gypsy Moth Invades Northeast** **Jerry A. Olson**
The gypsy moth is again defoliating large numbers of trees. GOLFDOM examines the problem and offers suggestions on identification and control
- 38 Automatic Irrigation: Within Everyone's Budget**
The large capital outlay required for installation of an automatic irrigation system may cause many superintendents to prolong conversion or installation. An automatic irrigation system is within the means of clubs' budgets and will pay for itself in the long run
- 40 The Metrics Are Coming!** **Fred V. Grau**
The proposed conversion to the metric system as a standard of measurement will affect everyone, including golf professionals, club managers and superintendents. Mastery of the system is not beyond most people and it is a precise and constant system
- 42 Put a Fashion Show in Your 1972 Plans** **Jean Conlon**
A fashion show is one of the best ways to promote new stock and attract potential customers into the pro shop. Here is a step-by-step guide to conducting a successful fashion show
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Professionals should think in terms of the total profit picture to get an honest appraisal of how much it costs to run a shop
- 54 Budget Preparation: Directions 1972** **John Lesure**
Today, many factors can influence a budget. The more financially aware a club manager is, the easier economic predictions become

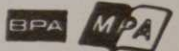
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GOLFDOM, Incorporating GOLF BUSINESS, October/November, 1971. Published monthly January through October by UPD Publishing Corp., a subsidiary of Universal Publishing & Distributing Corporation at New York, N.Y. Executive Offices: 235 East Forty-fifth Street, New York, N.Y. 10017, Volume 45, No. 10. Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Frane Roggeri, Senior Vice President; Morton Waters, Senior Vice President; David Rowan, Senior Vice President; Mortimer Berkowitz, Jr., Senior Vice President; John Fry, Senior Vice President; A.H. Morse II, Vice President; Peter J. Abramson, Vice President; Robert Arrix, Vice President; Robert Dorin, Vice President; Edward Hughes, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © UPD Publishing Corp. 1971. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa 50302. The Company and its subsidiaries also publish SKI Magazine, SKI BUSINESS, SKI AREA MANAGEMENT, GOLF Magazine, THE FAMILY HANDY-MAN, HOME GARDEN, GALAXY Magazine, Worlds of IF, Award Books, Award House Books, Tandem Books, Newsletters and Modes Royale Members of Business Publication Audits, Magazine Publishers Association and National Golf Foundation. Subscription rates \$4.00. Foreign \$5.00 per year. New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.





Johns-Manville
Irrigation Corporation

proudly presents
a totally new concept in
Golf Course Irrigation

Binar[®]

BINAR IS A CENTRALLY LOCATED AUTOMATIC IRRIGATION SYSTEM SPECIFICALLY DESIGNED TO MEET THE MOST DEMANDING WATERING REQUIREMENTS OF ANY GOLF COURSE. WITH ITS UNIQUE 2-WIRE CONCEPT, BINAR ELIMINATES THE MAZE OF WIRES (UP TO 30 MILES) USUALLY ASSOCIATED WITH AUTOMATIC SYSTEMS. AND, BINAR EVEN ELIMINATES FIELD SATELLITE CONTROLLERS. ALL SOLID STATE PROGRAMMERS ARE ENCLOSED IN THE SUPERINTENDENT'S OFFICE WHERE THEY BELONG . . . OUT OF THE WEATHER AND AWAY FROM THE TEMPTATION OF VANDALS ALTHOUGH THE MOST ADVANCED SYSTEM IN THE INDUSTRY, BINAR IS AMAZINGLY SIMPLE IN DESIGN AND EASY TO OPERATE. THE ENTIRE SYSTEM IS "PUSH BUTTON" CONTROLLED AND ECONOMY OF INSTALLATION AND MAINTENANCE IS REDUCED TO A NEW LOW.

BINAR GIVES UNHEARD-OF FLEXIBILITY

Call on any one of four individual watering programs built into every BINAR programmer. Change all timing with one switch, repeat valve operation during a single watering cycle, change valve sequence any time, reprogram the entire system (in about 10 minutes) from one location, use a portable field control unit for those touch-up jobs – and on and on and on!!

BINAR Central Programmer Model CP2. A 2 wire solid state central programmer designed specifically to meet the irrigation needs of the most demanding turf specialist.

Station-Valve Assignments: After programming the "Patch board" the programmer automatically operates every valve in its assigned station sequence. It's as easy as 1-2-3.

Johns-Manville Irrigation Corporation. Backed by over 100 years of Johns-Manville experience, the producers of Ring-Tite Transite and PVC Pipes. Another J-M Irrigation first.

Program A: A 40 station program with timing that can be varied between 2½ to 60 minutes.

Greens and Tees: Push one button to program the watering for Greens and/or Tees only.

Assignment: A further refinement to permit watering of Greens and/or Tees during any one of four selective periods throughout the normal watering cycle.

Syringe: Dew wash - Frost wash Greens and/or Tees only. OR, syringe the entire course. Variable timing from 2½ to 10 minutes.

Station: The number of the station in operation lights up for quick identification of what's happening where.

Starting Clock: A 24 hour, -15 minute interval starting clock.

Program Selector Clock: A 14 day clock to operate Programs A and/or B in any combination to meet your watering needs.

Program B: A second 40 station program for supplemental or other special watering needs.

Time Multiplier: Reduce by 50% or double the amount of water desired with one switch. Eliminates resetting multiple field station timers.

Manual: Manually water any station on Programs A or B.

Auto: Switch position for automatic (clock) starting.

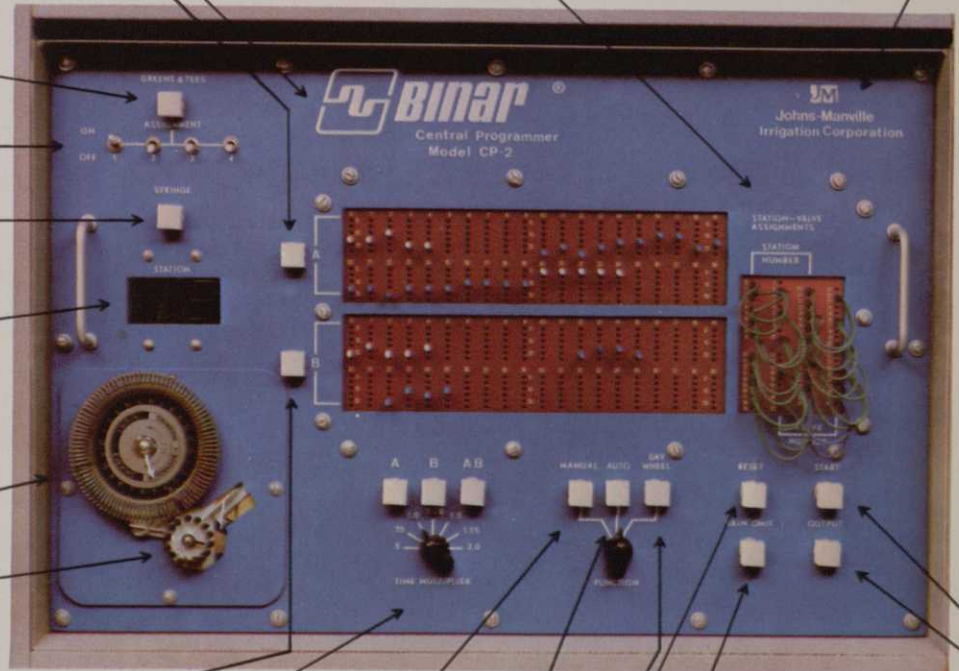
Day Wheel: Switch position for 14 day program selector clock.

Rain Omit: Push button to override operation of all programs during times when watering is not required.

Reset: Instant stop and program reset button.

Output: When the output light is on you're assured the watering schedule is progressing properly.

Start: Manually start any program. (By pass 24 hour starting clock.)



NOTE: BINAR has been designed specifically for golf course irrigation only. A system that is flexible enough to meet the superintendent's most rigid demands for varying turf, soil and weather conditions.

If your course is worth irrigation, it's worth **BINAR**

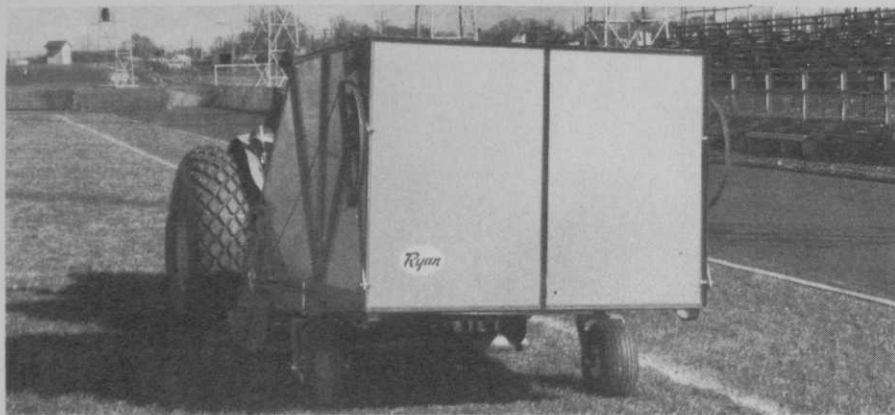
Why delay – send for our new 6-page 4 color brochure today.



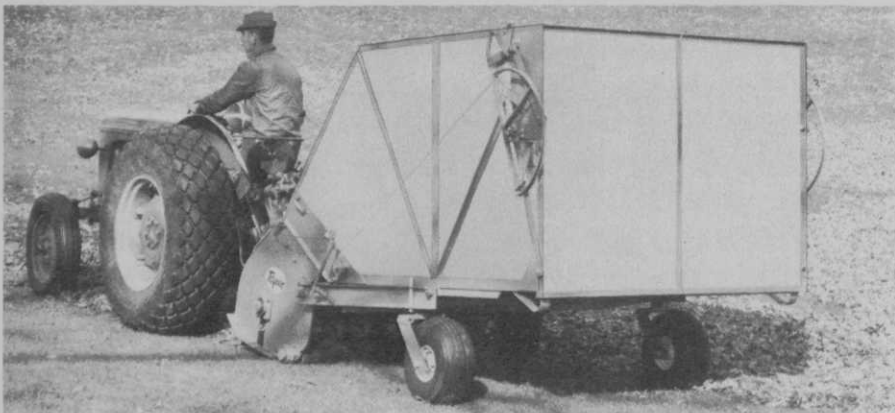
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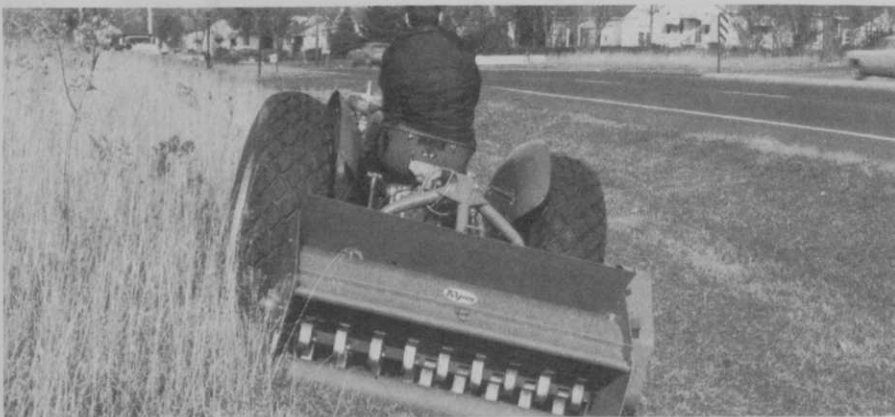
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The world's largest power rake . . .



that also sweeps turf debris



. . . and flail mows.

Got an acre or more of turf to maintain? Then you need the Ryan Grounds Groomer. It dethatches, sweeps and mows large turf areas. Even prepares seed bed for overseeding.

The tractor-drawn Grounds Groomer has vertical blades that slice and literally blow lifted thatch, leaves, twigs, pine needles and cones, and other debris into the big 5-cubic-

yard hopper. Even picks up eucalyptus leaves.

Reel is designed to dethatch while mowing. Reel is easily converted for complete flail mowing of rough grass. Reel can be raised or lowered from the tractor seat . . . and hopper can be dumped. Use the versatile Grounds Groomer all seasons for general turf maintenance.

Write for *FREE Ryan Turf Equipment Catalog.*



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St. Paul, Minnesota 55109

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An unbeatable twosome...Harley-Davidson

Harley-Davidson gasoline and electric golf cars are unbeatable no matter how you score them. Both are so quiet, so reliable, so profitable to operate, you'll wish you had ordered our cars seasons ago. The gas car has an exclusive instant

ignition that eliminates idling. Gives you absolute silence on every shot. The electric car has an exclusive two-year warranty on all major electrical components including batteries. Both cars are available with tiller or steering wheel.

Harley-Davidson gas or electric golf cars. The choice is difficult. But that's the way it is when you're comparing champions. You really have a choice of one. It's Harley-Davidson. AMF | HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201.

For more information circle number 221 on card



You wouldn't think this heavyweight could be so light weight.

A 6-battery set of Gould POWER BREEDS® weighs up to 42 pounds less than its hard-rubber brethren. Quite a load to get off your golf car, your turf and your mind.

The weight comes out of the case. We use light, tough, thin-walled Polypropylene that leaves 18% more space inside for more powermakers (lead and electrolyte). And those thin

walls are no cause for worry. Polypropylene has 20 times the strength of hard rubber. And we heat/pressure fuse cover and container into a single, virtually inseparable unit.

Of course, light weight isn't the sole reason for POWER BREED being the heavyweight performer it is. Patented Hi-Torque intercell connectors shorten the power path