

**It's not what
a golf car costs to buy
but what it costs to own
that counts.**

At Cushman®, we're aware our golf cars have a reputation for costing more. (They should. There's more in them. Automotive steering and an automatic seat brake are only two of the dozens of features standard on a Cushman yet available on most other cars only at extra cost, if at all.)

But you should know, it's in total cost of ownership that paying a little more for a Cushman really starts paying off.

Our cars are built to need much less maintenance. Suspension systems and power plants are the most reliable in the industry. Bodies are of heavy-gauge steel panels, coated with lead, epoxy primer and automotive paints. Beautiful, yet resistant to damage and corrosion.

This year we've added a new heavy-duty steel bumper. It will prevent body damage from a head-on collision with a flat stationary object at speeds up to 5 mph. We've also added interchangeable seat covers so you can equalize wear between driver and passenger sides.

Consider too, a Cushman usually demands a higher resale value than other cars. So, you'll find a Cushman is the lowest cost car to own, even if it does cost a little more to buy.

Send for free competitive comparison sheets. Write: Cushman Motors Division, Outboard Marine Corporation, 1003 North 21st Street, Lincoln, Nebraska 68501.

Cushman

For more information circle number 161 on card


Titleist goes farther for your golfers and faster for you.



Titleist, either in a 6-dozen display unit or by the dozen, turns over profit faster than just about anything in your shop. And you, as a businessman, know that turnover is the key to profitability.

Many golf professionals have reordered more Titleists before they've actually received the bill for their original order. That's turnover.

So you can count on fast turnover and a lot of satisfied players simply by placing this colorful display where your customers can see it. Then stand back and watch the counter attack.

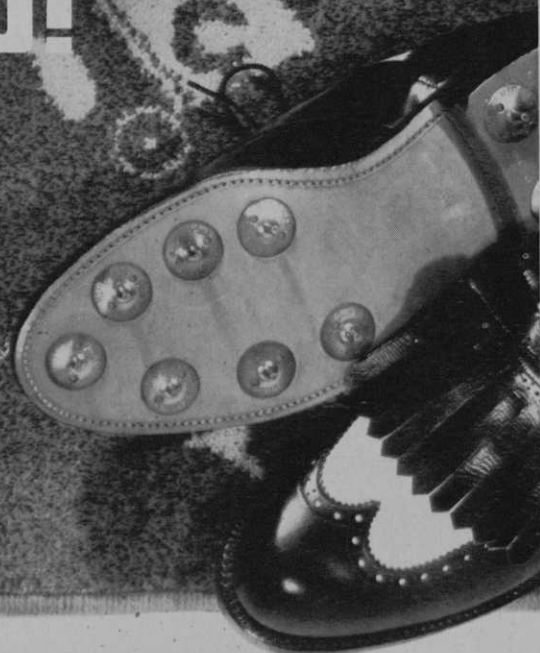
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Titleist: the money ball

For more information circle number 257 on card

Tough, versatile, resistant to pressures... marks of a great pro!

Our N282
spikeproof
carpet never
stops proving its
professionalism



This custom woven Wilton is America's most widely specified country club carpet. And for good reason! In actual installations in locker rooms, pro shops and grills, it is still unscarred and fresh-looking after long years of pounding spikes, tracked-in mud and spilled drinks.

Because each order is 100% customized, your club's emblem, initials or special design can be woven into the carpet. Or you can select from our extensive library of country club designs, in colors of your choice.

N282 carpet has been proven the soundest possible investment for easy care, long service life, rich appearance, acoustical qualities and protection against slip and falls.

SEND COUPON FOR FREE CARPET SAMPLE AND LIST OF CLUBS USING IT

Philadelphia Carpet Co.
Allegheny Ave. & C St., Philadelphia, PA 19134

Please send free sample of N282 spikeproof carpet
and brochure listing clubs where it is installed.

Name _____

Club _____

Address _____

City _____ State _____ Zip _____

PHILADELPHIA

Carpet Company



Division of Shaw Industries, Inc.

Weaving Division: Allegheny Ave. & C St., Phila., PA 19134

GOLFDOM

ARTICLES

- SAFETY AND HEALTH ACT: ARE YOU LIVING UP TO THE LAW?** the occupational safety and health act has been causing confusion among golf clubs. penalties have been handed out, yet no clear-cut guidelines have been offered. golfdom points out those safety requirements that must be followed to avoid penalties/ by ken emerson and jack janetatos _____ **24**
- MINIMUM WAGE LAW: IGNORANCE IS NOT BLISS** professionals should check out the fine print in the minimum wage law before deciding they are exempt. penalties for violation of the law are severe/ by william loomis _____ **33**
- GETTING GOOD ASSISTANCE** investing time in good training programs could mean getting the most out of dollars spent for pro shop, maintenance and clubhouse assistants. these programs serve the industry by providing competent people for tomorrow's administrative posts/ by joe doan _____ **36**
- GOLF CLUBS AND THE UNIONS** in this concluding part of the series on unions, the rights of employees and of management are explored/ by thomas p. burke _____ **40**
- MAINTENANCE OUTLOOK 1972-73** golfdom's informal survey of golf course superintendents' maintenance budgets reveals a tightening of the belt on new equipment purchases. a critical point is being reached in the labor shortage at northern courses _____ **46**
- WOMEN ON THE CREW?** hiring women to work on a maintenance crew is a unique way of solving the labor problem. norm graft discusses the advantages (many) and the disadvantages (few)/ by norm graft _____ **48**
- RUNAWAY INSURANCE PREMIUMS: IS YOUR CLUBHOUSE AT FAULT?** properly modified fire insurance on the clubhouse or buildings presents special, serious problems. yet, it is necessary—nationally, one out of four clubs has a fire/ by john f. gleason jr. _____ **52**

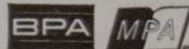
DEPARTMENTS

- NEWS OF THE INDUSTRY** _____ **55**
- PEOPLE IN THE NEWS** _____ **57**
- NEW PRODUCTS** _____ **58**
- CLASSIFIED** _____ **59**
- ADVERTISER'S INDEX** _____ **62**

VIEWPOINTS

- SWINGING AROUND GOLF**/by herb graffis _____ **9**
- GRAU'S ANSWERS TO TURF QUESTIONS**/by fred v. grau _____ **14**
- TURFGRASS RESEARCH REVIEW**/by dr. james b. beard _____ **18**

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K

For more information circle number 160 on card



**Pro-Edge
makes traps
look inviting**

The new Ryan Pro-Edge is a power tool designed to edge border turf around sand traps and bunkers. It trims shaggy hazards in minutes. Leaves them neat and "inviting."

A rugged 3 HP engine powers four rotating, spring-steel tines which slice at high speeds. Tines are easily and inexpensively replaced.

The Pro-Edge is also ideal for edging blacktop paths, driveways, etc. It works on level or rolling turf.

Write for *FREE* Ryan literature.

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Your second step to healthier turf

2

Summer is the time to take it

During the summer, Dollar Spot and Large Brown Patch can spoil the playing surface and appearance of your turf.

But, if you start spraying your tees, fairways and greens with TERSAN 1991 *now*, you can prevent these summer diseases before they get a chance to cause trouble.

TERSAN 1991 is particularly effective against summer turf diseases because its properties provide a unique combination of systemic, curative (eradicator) and protective action for turf.

The application of TERSAN 1991 in the summer is the second step in the Du Pont TERSAN 1-2-3 Disease Control Program. A program that's highly effective, economical and completely *non-mercurial*. Proven at research stations and golf courses throughout the country, the TERSAN Program prevents or controls all major turf disease problems.

NOTE: Be sure to have TERSAN SP on hand to be ready for Pythium when it strikes.

For more details on the program and a supply of TERSAN turf fungicides, see or call your golf course supplier today.

With any chemical, follow labeling instructions and warnings carefully.



TERSAN[®] 1991
TURF FUNGICIDE

For more information circle number 259 on card

Recharge your fleet with the Dawn to Dusk Battery.

You're probably replacing some of your golf car batteries right now. So why not test the new EV-106, or EV-88, golf car batteries from Exide and Willard.

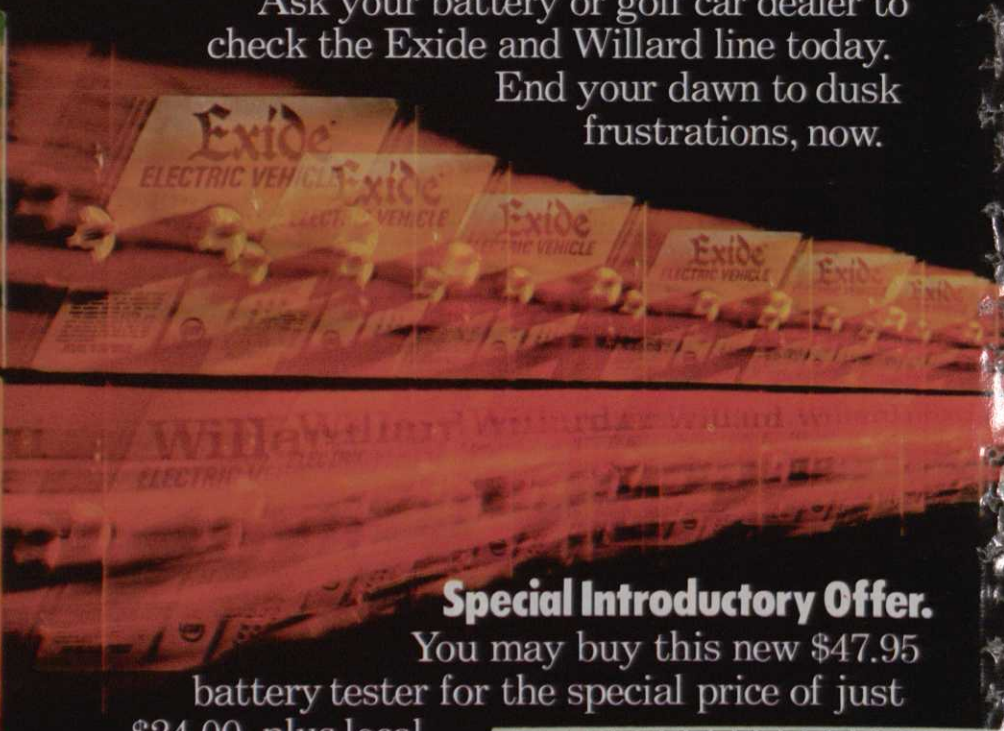
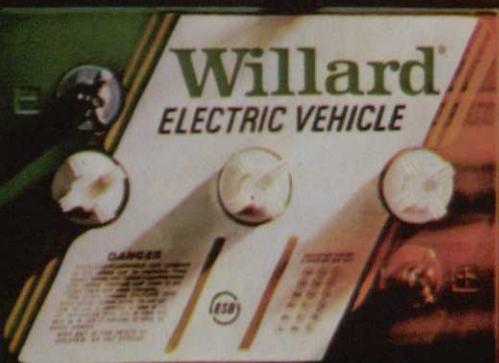
The EV-106 gives dawn to dusk performance under the most rugged conditions. It delivers 106 minutes of pedal-down time between charges.

The EV-88 gives 88 minutes of running energy and features quarter-turn vent cap and a polypropylene case, just like the EV-106.

With polypropylene, you get more room inside the battery for acid and plates. And you spend less time outside the battery, filling it up.

Ask your battery or golf car dealer to check the Exide and Willard line today.

End your dawn to dusk frustrations, now.



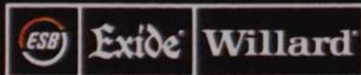
sales tax, when 24 or more new Exide or Willard batteries—either the EV-106 or EV-88—are delivered to your golf course.

The tester can check one battery at a time, or six at once, and has an easy to read "empty-full" gauge.

To take advantage of this special offer, just fill in the coupon and mail to ESB Brands, Inc., P.O. Box 6949, Cleveland, Ohio 44101.

We'll make sure you're contacted.

Offer expires August 15, 1972.



World leader in packaged power.

For more information circle number 174 on card

Special Introductory Offer.

You may buy this new \$47.95 battery tester for the special price of just

\$24.00, plus local

Name		
Address		Phone
City	State	Zip
Present Battery Supplier		

A photograph of a battery tester device. It is a rectangular box with a gauge on top and a label on the front. The device is sitting on a grassy surface. A red and black cable is plugged into the bottom of the device.



THIS AND THAT

Check the condition of storm shelters on your course. This summer there will be deaths of golfers by lightning, which could have been prevented.

Greenville (S.C.) CC course is said by Carolinas' superintendents to be one of the best built newer courses. Greens are Penncross bent and fairways are Tifdwarf, overseeded with red fescue. Construction of the course, designed by Robert Trent Jones, was completely supervised by superintendent *Whitney Wright*.

Club Managers Assn. of America already far into plans for their 1973 annual meeting in Honolulu, February 13 to 17. *George Burton*, manager, Oak Ridge CC, Hopkins, Minn., appointed to CMAA board by president L.T. Hall, succeeding Nicholas J. McGowan Jr., who resigned as manager of the Lancaster (Pa.) CC to enter the restaurant business. Burton previously was manager of Indian Hills CC, Prairie Village, Kan., and Memphis CC.

James L. Noletti now manager at Winged Foot GC, Mamaroneck, N.Y., after being at nearby Wykagyl CC as manager for six years.

Smart thing I've noticed about a lot of the plans for fully automatic irrigation systems is that the clubs also are completely modernizing their drainage systems.

Many valuable repercussions to the talk by *Robert Balfour* of Club Car, Inc., at the Golf Course Superintendents Assn. of America's annual meeting. Balfour's reference to the mounting car accident rates, bad location and construction of car paths and bridges and defective cars exposing clubs and fee courses to personal injury suits

were warnings that adept shysters will promote litigation for cuts of the haul. Superintendents seem to be more interested in getting the car situation corrected than are club officials. Some car paths I've seen absolutely invite injuries.

Superintendents began the Beautify America program when they first heard citizens saying, "I wish we had a lawn like our golf course." Their successors are concerned about dwindling interest in flower shows. They echo the observation of *Paul Voykin*, president, Midwest Assn. GCSA, that flower shows are being killed because exhibit prices are too high. Voykin and other superintendents forecast that women green committee members will be usual before long.

Interesting to note how many superintendents are commenting on golf course shrubs and trees as valuable as natural beauty instead of being manicured like a park or a graveyard.

John Krutilla switches to Stevens Point (Wis.) CC from superintendent job at Kankakee (Ill.) Elks CC... *Al Dorband*, superintendent of Plum Tree National GC, now building near Woodstock, Ill. Dorband was from Mission Hills CC, Northbrook, Ill., which becomes a housing development... *Paul Feit* now superintendent Lost Nation GC, Dixon, Ill. Feit was assistant to Jim Miles, Joliet (Ill.) CC.

Sioux City (Iowa) GCSA formed, with *Don Williams* of Newell (Iowa) elected president.

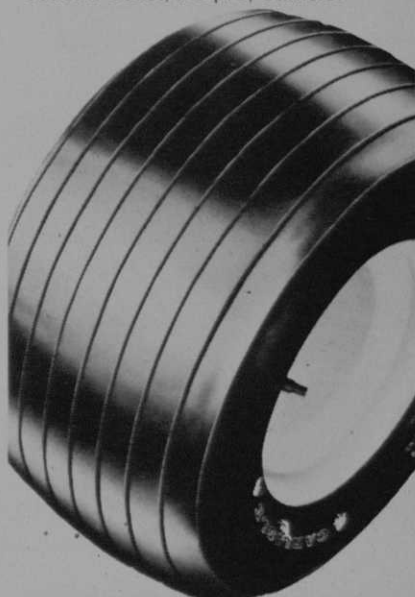
Lower than usual percentage of job changes bringing new professionals, superintendents and managers to new locations in 1972. Many of the changes are chain

continued on page 12



WHEN YOU DEMAND RESULTS... CALL ON A PRO!

Long life and quality construction are expected on golf cart tires, but the demands of the course require gentle but unyielding traction and turf-pampering tenderness. It takes a pro to know the course... so specify the tire that most manufacturers demand... the tire you find on golf carts from coast to coast, the pro, Carlisle!





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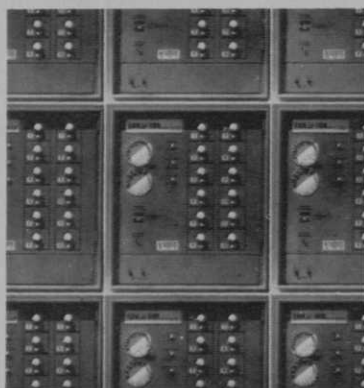
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Rain Bird Announces MULTI·PATH

MULTI·PATH is short for "selective control of multiple valves on a common, two-wire path."

That's right! Only two wires are needed to control as many as 23 stations. It means you can bring all control units inside—together in one location. Out of the weather and out of sight. Away from vandals and chip shots.

You have fingertip control of automatic watering programs, course-wide. And you can change programs for the whole course in minutes, not hours.



At the same time, the MULTI·PATH Portable Unit gives you complete, on-the-spot field control of individual valves. Just as though control units were located out on the course. Only better! Because you can plug the Portable Unit into a MULTI·PATH outlet anywhere on any circuit and have instant random access to any valve on the circuit. You can start a cycle or interrupt a cycle in progress to take care of your special watering problems—without ever going back to the central control.

The only system that offers true central control

