

Pennfine ...

Other
fine-leaved
ryegrass

These two fine-leaved perennial ryegrasses were cut with the same mower. The one on the right shows the fibrous "paint brush" top which is characteristic of ryegrasses. Pennfine, on the left, took a smooth, even cut because it was bred for softer, easier to cut fibers.

Pennfine: the clean-cut perennial ryegrass.

All the new fine-leaved perennial ryegrasses are beautiful. Until the mower comes along. That's the moment of truth for ryegrass. And Pennfine is the fine-leaved perennial ryegrass bred specifically for mowability. You can see the clean-cut look of Pennfine in the photo above. You'll see it in your turf, too.

Pennfine vs. other fine-leaved ryegrasses

Developed and released by Pennsylvania State University, Pennfine is the best of the fine-leaved perennial ryegrasses. That's

the finding of the trials at University Park, Pennsylvania. Among nine cultivars, Pennfine ranked first in texture, first in density, first in decumbency (low growth), first in tolerance to snowmold and leaf spot. And, of course, first in mowability.

Pennfine mows 'em down

The remarkable mowability of Pennfine — the result of breeding specifically for soft fibers — is demonstrated in the above photograph. It was also proven by the University Park trials. Over a five-year period, Pennfine

averaged 8.3 (of a possible 10) in mowability. The next best score was 7.3, and the other cultivars rated considerably lower.

With the finest blade of all the fine-leaved ryegrasses tested, Pennfine is beautiful to begin with. And, because of superior mowability, it stays beautiful. It's also highly compatible with Kentucky Bluegrass, both in terms of appearance and management requirements. If you'd like more information on this clean-cut perennial ryegrass, just send in the coupon.



TO: **Pennfine Perennial Ryegrass**
P.O. Box 923, Minneapolis, Minnesota 55440

Please send me technical information on Pennfine Perennial Ryegrass. Names of Distributors.

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Club or Company _____

Address _____

City _____ State _____ Zip _____

CLARKE, CARDI IN RACE FOR PGA PRESIDENCY

PALM BEACH GARDENS, FLA.—With the current president of the Professional Golfers' Assn., *Warren Orlick*, bowing out, a race looms for the position between *Frank Cardi*, national vice president and professional at the Rockaway Hunting Club, Cedarhurst, N.Y., and *Bill Clarke*, current secretary of the PGA and professional at the Hillendale CC, Phoenix, Md. The president will be elected by sectional PGA delegates at the annual meeting slated for November 13 to 17 in Beverly Hills, Calif.

Orlick, who has been president for the past two years and has served over 17 years as a PGA official, declined running for a third term citing a heavy business schedule for the upcoming year as the reason.

The delegates will be offered a clear choice in the candidates. Both hold diametrical positions on several key issues, including the controversy over the location of the PGA headquarters.

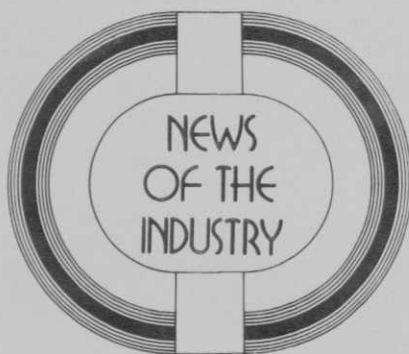
Clarke is opposed to the PGA building or owning its own golf course. "We were set up to help the golf professional," Clarke says, "not run golf courses." He favors the present lease-franchise agreement the PGA now has with John D. MacArthur, who leases the headquarters to the PGA. Clarke would like to see several lease-franchise operations established throughout the United States to give midwestern and western sections better representation.

Cardi favors moving away from Palm Beach Gardens and the lease arrangement. "We need to have the finest facility, one with two or three golf courses and our own headquarters," Cardi says. "We can either own it or control it, but it must be on a permanent basis."

The key confrontation between Clarke and Cardi is likely to be centered around Robert Creasey, executive director of the PGA.

Clarke supports Creasey saying he has done a fine job for the PGA, whereas Cardi believes the PGA needs a new image and leadership and an executive director with "personality."

Cardi also feels his candidacy



can mend the differences that exist between club professionals in the PGA and the touring professionals in the PGA's Tournament Players Division.

Clarke favors expansion of the home-study educational program to help keep professionals informed of the changing times. He also favors a second tour oriented toward club professionals.

Regardless of the outcome, Clarke and Cardi each believes he can unify the many factions that exist within the PGA into a solid smooth-running organization.

NGF TO AID AILING FEDERAL COURSES; CHLEVIN IN PR POST

CHICAGO—The *National Golf Foundation* has received a one-year, \$126,181, contract from the *Farmers Home Administration* (FHA) of the U.S. Department of Agriculture to study and advise some 130 federally-financed golf courses that are currently operating at a loss.

Under a rural development program, which was designed to increase the scope of recreational activities in rural areas, the FHA loaned over \$102 million, a good percentage of which went to over 500 golf courses in 41 states. The loans were made to individual farmers and landowners to convert all or portions of their farms to recreational facilities, such as golf courses. The loan program began in 1962 and was discontinued in 1971.

According to the FHA, some 130 of these federally-financed golf courses are having problems repaying the loans. According to Don Rossi, NGF's executive director, these courses will be examined by NGF field consultants who will

then recommend ways to make the courses profitable, so that they can pay off the loans.

Rossi also announced that *Ben Chlevin*, former executive director of the Golf Course Superintendents Assn. of America, has been appointed public relations director of NGF. His appointment, Rossi continued, will initiate a new program to expand the foundation's current promotion of golf and golf facility development throughout the United States. *Larry Smith*, who formerly handled a wide variety of activities for NGF, including public relations, will become Midwest field consultant for the association.

UNIFORM BALL TESTS CONTINUE

FAR HILLS, N.J.—The *United States Golf Assn.* reports that the decision, expected in September, on the feasibility of the proposed 1.66-inch uniform golf ball is "still a ways away." The USGA gave no indication as to when the decision would be made. The uniform ball, which is a compromise between the 1.68-inch golf ball officially used in the United States and the 1.62-inch British ball, has undergone mechanical testing and now is ready to be tested under actual playing conditions, according to the USGA.

TRUE TEMPER'S LESLIE RETIRES

CLEVELAND—*Gurdon Leslie*, vice president, member of the board of directors and general manager of the Tubular Products Div. of True Temper Corp. has retired. *George Manning*, previously division operations manager, has been named general manager to succeed Leslie.

Leslie, who has been in the golf equipment industry 44 years, started making golf shafts in True Temper's Geneva shop in 1928. He was responsible for the revolutionary design and material changes in golf shafts through the years including the "step-down" shaft, various steel shafts, aluminum and shafts made from space-age metals. He was also responsible for True Temper's sponsorship of the annual Quarter Century Golf Tournament held in Palm

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Pennstar

Kentucky Bluegrass.

Perhaps the best all-around turfgrass available today.

Developed by Pennsylvania State University, Pennstar is strong in every category: disease and drought resistance, compatibility, persistence, ease of management, and adaptability. Here's why we call Pennstar the best improved bluegrass there is:

Highly resistant to stripe smut, rust and leaf spot. Stripe Smut sporulates in May or June, shredding individual leaves. Field trials show that, while Merion is quite susceptible, Pennstar is highly resistant. It's also highly resistant to rust: rated on a scale of 0 (best) to 10 (worst), test data give a 1.7 rating to Pennstar vs. 8.7 for Merion. University tests also

show Pennstar to be significantly more resistant to leaf spot than some improved varieties.

Medium color, good density, easy to manage. Pennstar persists at moderate-to-low fertility levels. It doesn't over-react to higher fertility. Because of its decumbent growth, Pennstar can tolerate close mowing. It can withstand drought conditions better than some other Kentucky Bluegrass varieties. And, with its pleasing medium bluegrass color, Pennstar is ideal for blending with other varieties. In mixtures, it's neither too dark nor noticeably light.

No excess thatch after 11 years. Pennstar does not produce damag-

ing quantities of thatch. In tests at Penn State, plots of Pennstar torn up after 11 years revealed no excess thatch. (No dethatching had been done in that entire period.)

What else do you want to know about Pennstar? If you'll send us the coupon, we'll give you complete information on perhaps the best all-around turfgrass available today.



Dennis Lee Wagner, Superintendent, Homestead Executive Golf Course, Spring Lake Heights, New Jersey

"You can really see the difference Pennstar makes. We've used Pennstar on fairways, greens and around the clubhouse and condominiums. Our results have been *very good* with Pennstar—it's held up real well with almost no fertilizing and very little watering. It's given us a real thick stand of grass, the color is a beautiful, lush green and I haven't noticed any disease at all. And people are saying that Homestead really looks like a golf course again."

TO: Pennstar Kentucky Bluegrass
P.O. Box 923, Minneapolis, Minnesota 55440

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Beach Gardens, Fla., every January. He plans to continue "puttering" in the golf industry in wood-working and experimenting on golf club design.



Leslie



Manning

Manning was project manager for Battelle Memorial Institute, Columbus, Ohio, and was developer of the True Temper Golf Testing Device. He joined Leslie at True Temper and was responsible for golf shaft development prior to Leslie's retirement.

SHEETZ NAMED TO GCSAA POST

DES PLAINES, ILL.—*Conrad L. Sheetz*, former business manager of the international Reading Assn., Newark, Del., has been named executive director of the Golf Course Superintendents Assn. of America, it was announced here by Robert V. Mitchell, the association's president. Sheetz has been acting executive director since May 1 of this year.

He will oversee the national organization's budget of \$610,000 and supervise a staff of 12. Other duties include association management, personnel, accounting, data processing, membership services and conference management.

Sheetz holds a B.S. in commerce and engineering from Drexel University, Philadelphia, and has worked extensively in the budget and data processing fields.

PARGO SIGNS LEASING, FINANCING PACT

CHARLOTTE, N.C.—*Pargo, Inc.*, producer of electric golf cars and vehicles, and *Industrial Leasing Corp.*, a lease financing company, have signed an agreement designating Industrial Leasing as Pargo's exclusive leasing affiliate. The agreement also covers the sale of 3,700 electric golf cars.

Value of the sale, leaseback and continuing financing agreements

exceeds \$3 million, said Wesley O. McGee, Pargo president. According to McGee, Industrial Leasing has purchased Pargo's lease fleet of 3,686 electric golf cars at 87 golf and country clubs and then has leased the equipment back to Pargo under a three year agreement. Pargo will continue to service and maintain the fleet under existing leases.

According to McGee, the transactions and affiliation will improve Pargo's cash position and enhance their marketing efforts. "These leasing arrangements are extremely flexible," McGee said, "and provide packages designed to meet the particular needs of the golf industry." Straight leases from one to three years—with or without maintenance—adjusted payment levels, seasonal payment leases as well as conditional sales contracts can be provided by Industrial Leasing.

TORO ACQUIRES NORTHERN CALIFORNIA DISTRIBUTOR

MINNEAPOLIS—*The Toro Company* has entered into agreement to purchase the assets of its full-line distributor, *Western Turf Equipment, Inc.*, Burlingame, Calif.

According to Toro President David McLaughlin, the new company will be re-named Toro Distributing-San Francisco. Western Turf will be the fifth distributorship that Toro has established since the start of 1971 when McLaughlin announced that Toro would operate its own distribution centers in a limited number of important marketing areas. Western Turf sells, in addition to Moist O'Matic underground sprinkler systems, Toro mowers, riders, tractors, tillers, debris-handling machines and a full range of turf-maintenance equipment.

GOLF TECH MERGES WITH SIMMONS GOLF

TORRANCE, CALIF.—Merger of *Golf Tech, Inc.*, into the *Pat Simmons Golf Company* was announced by Pat Simmons, chairman of the board of the combined company. Under the terms of the merger agreement, Golf Tech becomes the sales and marketing division of the Simmons Golf Company. Carl

A. Horn, president of Golf Tech, assumes additional duties as president of the parent company.

Simmons is a leading designer and manufacturer of private-label golf woods, irons, putters and



Horn



Simmons

utility clubs. Golf Tech is a national distributor of golf clubs, coordinated golf apparel and other products for golfers. They also market the Excalibur Plus investment-cast stainless steel irons under their own label.

Founded in 1968, Simmons has expanded from a \$60,000 operation its first year to projected gross sales of \$2.6 million in calendar year 1972. Golf Tech, founded in 1965, has grown from a \$100,000 per year sales volume to an estimated \$1.5 million by the end of 1972.

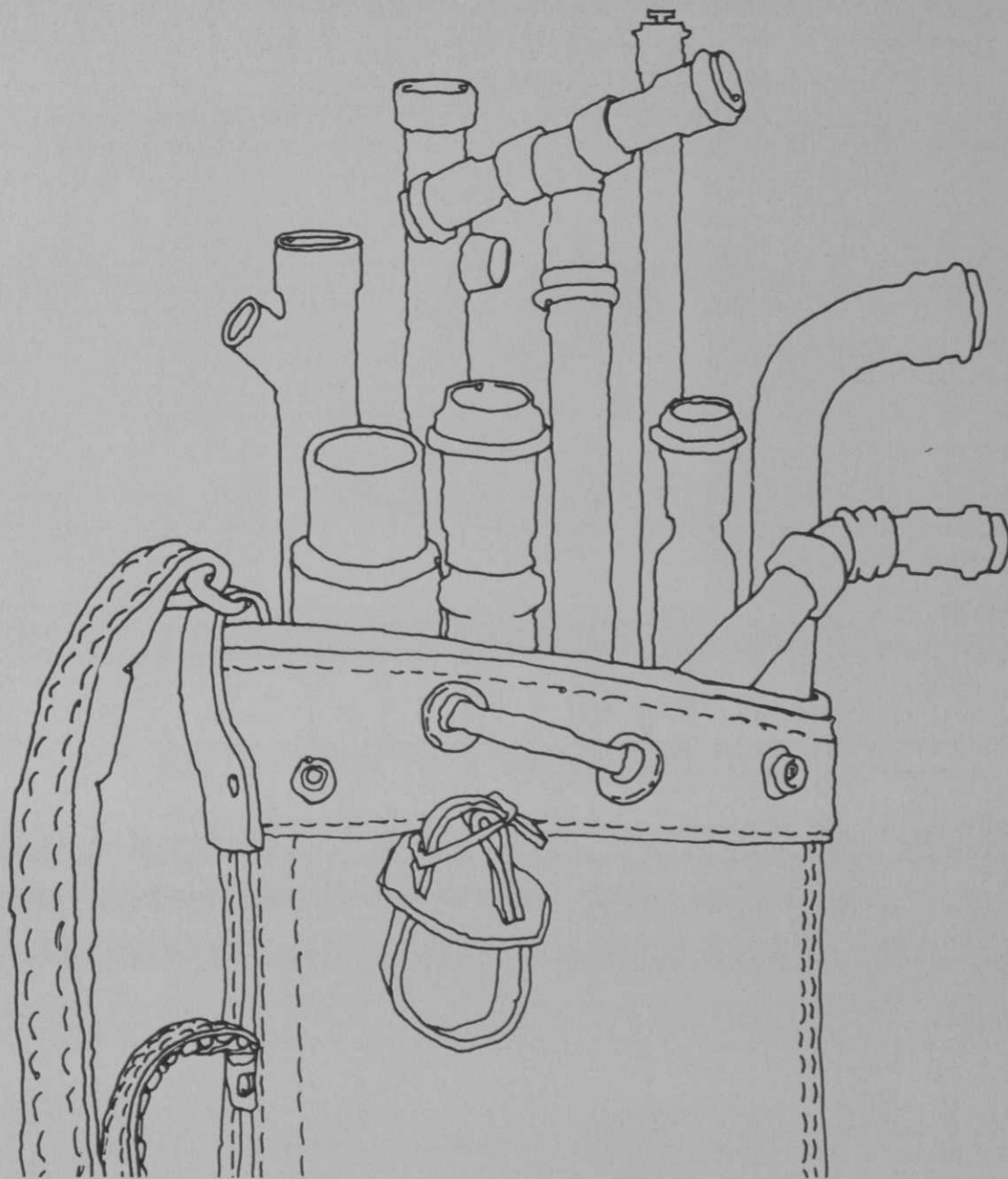
"Future plans call for expansion of the company's national and international marketing programs, especially its nationwide network of regional sales managers and representatives," Horn said.

JACOBSEN HEIR DIES

RACINE, WIS.—*Einar A. Jacobsen*, retired chairman of the board of the Jacobsen Mfg. Company, a member company of Allegheny Ludlum Industries, died July 18 at age 66.

The company was founded by his father, Knud, and his brother, Oscar. Jacobsen joined the company in 1928 after graduating from the University of Wisconsin. He was named president in 1928 and elected chairman of the board in 1971.

He was involved in Jacobsen's pioneering efforts in the golf turf industry, including these firsts: powered greensmower; first riding attachment for power mowers; first mechanical recoil starter for small mower engines; the polyethylene grass catcher and the all-hydraulic triplex greensmower.



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FLINTKOTE'S "Underground Pros" can provide all the pipe and fittings you'll need to irrigate and drain any golf course... and do it economically.

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Cement pressure pipe for large mains, FLINTKOTE Bell Joint PVC Pipe for mains and laterals, Orangeburg SP service pipe for laterals around greens and tees, and Orangeburg drainage pipe for greens, tees and other wet areas.

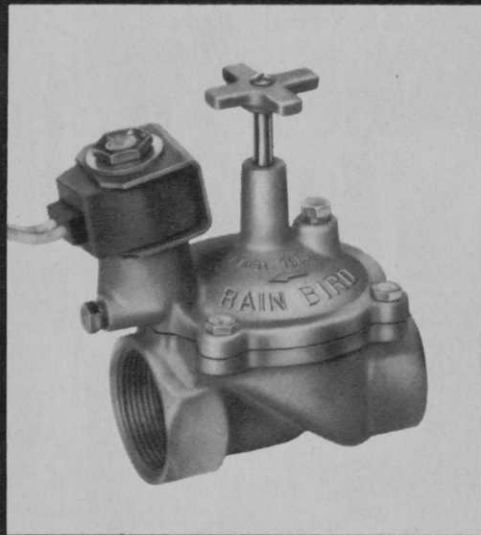
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Because it's the only slow-opening, slow-closing, grit-filtering son-of-a-gun like it on the market.

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RAIN BIRD

GLENDORA, CALIFORNIA 91740

For more information circle number 200 on card

HOUR METERS CAN PAY OFF



The use and the value of an odometer in automobiles is unquestioned. They have become the universal tool for scheduling checkups and servicing. And it would be unthinkable for anyone to purchase a used car without first checking the odometer to see how many miles the car had been driven.

As commonplace as these practices are in the automotive field, it is surprising how much pure guesswork goes into scheduling routine service for expensive turf maintenance equipment. Of course, the rule of mileage does not apply here. But the matter of engine running time does, and this can be measured by an hour meter. However, relatively few pieces of sophisticated powered equipment in the past have been sold with an hour meter to record continuously and reliably the operating time of their gasoline engines, nor have hour meters been installed often by the owner after purchase, according to Dacton Instrument Company, a major manufacturer of hour meters. And to compound that problem, one major manufacturer of maintenance equip-



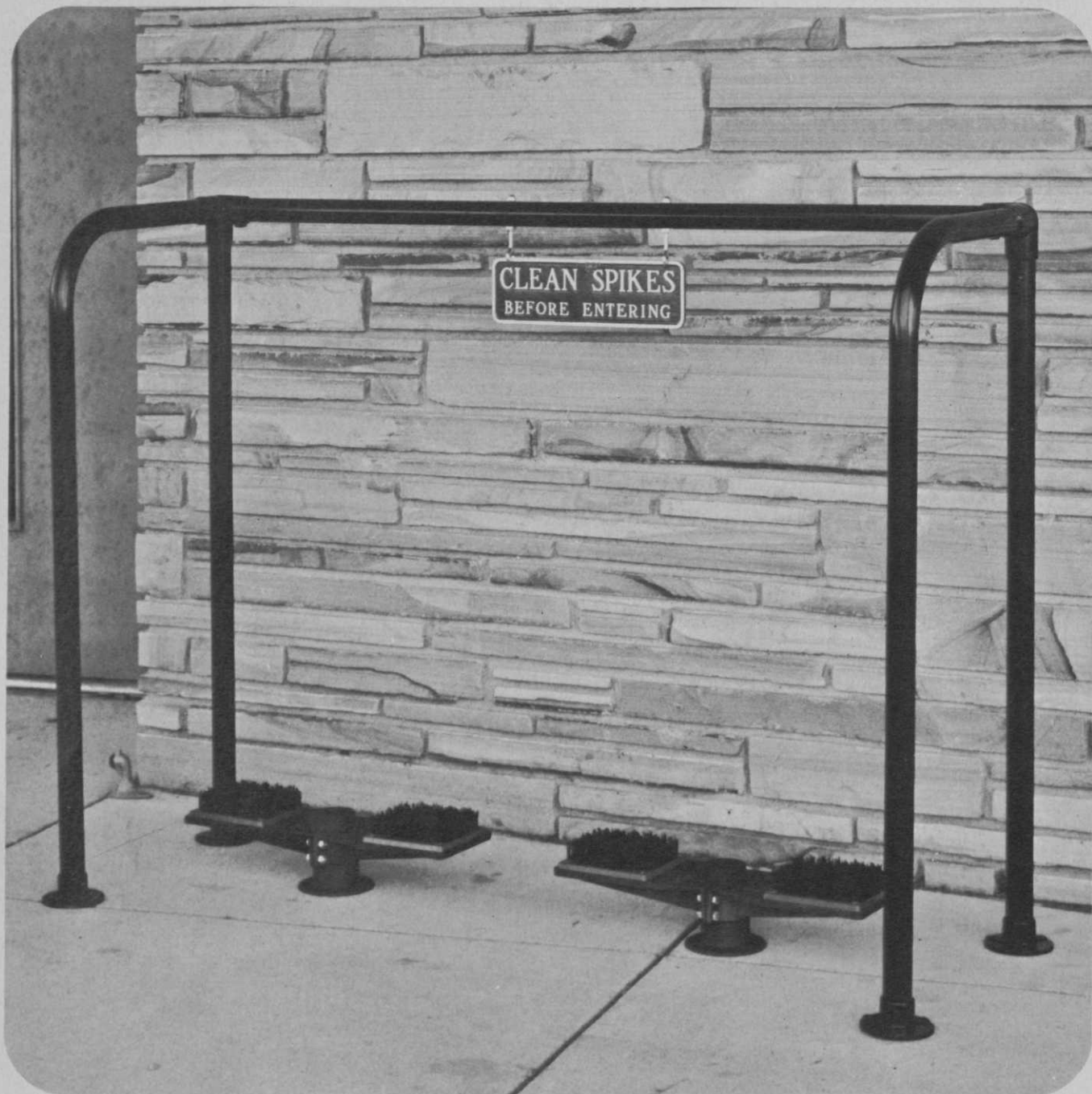
Superintendents might consider adding hour meters to their list of equipment purchases. They can avoid the twin concerns of wasteful overservicing and damaging underservicing

ment reports that some superintendents do not even effectively use the hour meters that are standard on certain pieces of their equipment. If an accurate log of hour meter readings is not kept, then the superintendent is not reaping the full benefits of the device.

The price of a single major piece of equipment can range anywhere from \$1,000 to \$10,000. An hour meter, which could help protect that piece of equipment from costly underservicing, overservicing and breakdowns, generally costs from \$22 to \$25. In relative terms that's a bargain, when considering that overservicing alone can amount to an unnecessary \$30 a year and underservicing can reduce the life expectancy of a \$1,000 piece of equipment as much as one-third that of the properly serviced equipment. As for breakdowns, their cost depends on the cause of mechanical failure, the course operation and the number of direct labor people inactivated because of the breakdowns, but the cost can be considerable. And although it cannot be measured in dollars, the attendant disruption of a course maintenance program can create inconvenience for the club's members and, of course, additional problems for the superintendent.

Robert G. Johnson, president of Illinois Lawn Equipment, Inc., Orland Park, Ill., is a strong advocate

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Wherever golf is played . . .

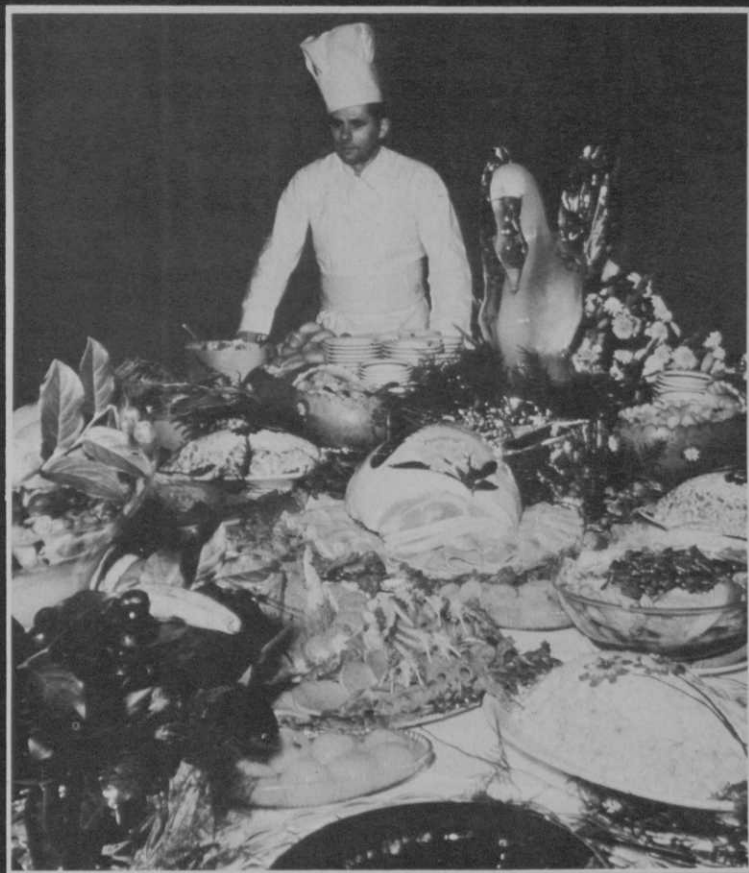
The Par Aide spike brush guard rail assembly is designed to provide maximum safety and convenience to the golfer while cleaning spikes. Constructed of 1½" steel tubing. Available in single or double accessory groups.



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Food Prices:



What's Ahead in '73?

It looks as if there will be no real let-up in the upward pressure on food prices during at least the first half of 1973, and perhaps throughout the remaining year.

Planning clubhouse menus, from simple sandwiches to elaborate evening spreads and special nights, will be a headache, particularly for the manager under pressure to keep costs and menu prices down.

And there is also this factor—experts are confused by present day food buying patterns. Consumers go on griping about higher food prices, but they go on buying high-priced cuts of meat, convenience foods and the like. But will this attitude spill over into dining out? No one seems to know.

Says one food and beverage expert:

"I'm afraid diners are getting

Club managers will find it harder than ever to keep food costs down and dining members from complaining

by WILLIAM LOOMIS

more and more hostile toward continually increasing menu prices. This is especially true for those who seldom go out. They have a favorite meal one night, come back three months later and everything is a quarter more, and they get sore as hell. At home they blame the store for higher prices, or the economy, but they go on shopping there. They walk out of the restaurant, club or whatever and feel the place has gouged them. It's a tough situation

to try to cope with."

This is far from an uncommon sentiment. But professional food people are going to have to live with it for some time, it looks like. Here's how food prices on some major items are shaping up for the coming year.

Certainly, the biggest single worry for anyone involved in running a restaurant or pricing a menu is beef prices. Experts in the Agriculture Department see no let up in beef price increases. There just doesn't seem to be enough of this popular protein to go around.

Some pressure by the Government may be put on meat processors to help hold down wholesale prices. There are signs that there will be more cattle coming to market in the next several months, at least that is what the Government experts

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Tennis, many predict, may shortly reach explosive proportions similar to those that staggered the golf world in the late fifties and early sixties.

Recent programs to revitalize tennis facilities in New York City's Parks Department system, which were announced as a major renovation program by Parks Commissioner August Heckscher, certainly attest to the growth and popularity of tennis. This is especially true because tennis fees at city courts in no way overcome the tremendous cost in-

This year budget planners might do well to listen to the ever increasing calls of game, set and match in addition to the more familiar cries of fore

by DOUGLAS LUTZ

serving the needs of New York City's sports-minded public and at this time tennis seemed to be the fastest growing sport in terms of public interest.

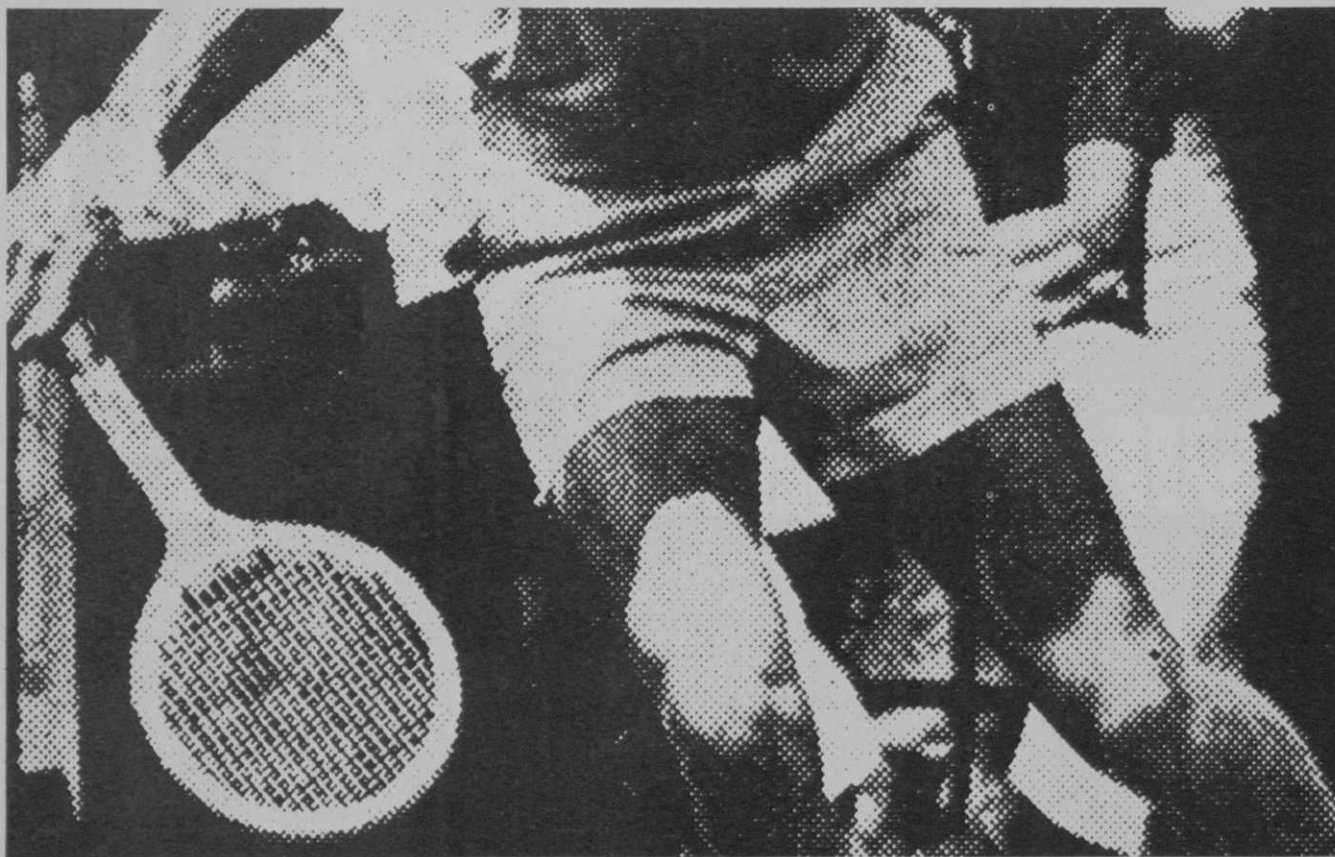
This past summer the tennis surge

have been in the past. Tennis Everyone, the name chosen for this experiment that recognizes the tremendous interest of youth in the sport, is the label of the future.

At the beginning of the summer season this year an estimated 11 1/2 million people played tennis. By 1980 the number will soar above 15 million and among them will surely be found some of the kids whose only experience with a backhand heretofore may have been of the less than desirable variety.

Specialty shops catering to the needs of the tennis world by offer-

THINK TENNIS IN '73



involved. Heckscher, in recognizing the impending boom and in initiating a vast reconstruction project, has undertaken one of the most ambitious and controversial campaigns of his career. In rebuttal to a television station's editorial criticizing the enormous expense city taxpayers now must assume, the commissioner wisely pointed out that the Parks Department was interested in

moved into the ghetto streets of Philadelphia, Boston and New York in the form of a mobile tennis program sponsored by the Pepsi Cola Company and the parks and recreation departments of these cities. When tennis is being taught right along with self-taught stick ball in city play streets, it can no longer be regarded as the exclusive country and racquet club sport it may

ing exclusively equipment, clothing and accessories seem to be opening up everywhere. Many can now be found in suburban shopping centers. Most sporting goods stores report sales that cannot keep up with the demand for tennis paraphernalia. As one manager at an old established house in New York City that caters to team sports said recently, "Just like the golf boom