

METERS *from page 57*

of hour meters on powered equipment. In the last 10 years riding equipment has grown greatly in size, cost and complexity, yet, says Johnson, "we still have the same old-fashioned thinking when it comes to maintaining it." Three years ago, Illinois Lawn Equipment began installing hour meters on all of the electric-starting tractors in its shop that sell for \$1,000 or more.

Hour meters have a long history of valuable performance as an aid to maintaining construction and materials handling equipment, such as forklift trucks that cover relatively few miles for the amount of running time they get, and aircraft engines.

Maintenance equipment today is more expensive, automatic and productive than it used to be, and the emphasis has shifted from a manpower-oriented activity to an equipment-oriented activity.

To illustrate. A golf course formerly used a \$500 walk-behind greensmower. Three men took three hours a day mowing greens. Then a \$3,500 riding greensmower was bought. Now one man can do the whole job in the same amount of time. The saved cost of the other two men's wages, including overtime for off-hours work, went a long way toward paying for the new machine in its first season.

Now the mechanical equipment at this course represents a larger investment, with labor costs shrinking in proportion. This is why greater emphasis must be placed on the problem of equipment maintenance. That savings in labor could go down the drain, if the equipment is improperly serviced or neglected.

Equipment maintenance and purchasing decisions, if they are to be valuable, must be accurate; the hour meter provides the accuracy. The superintendent will then know exactly the number of hours of use he got out of his equipment and will be able to tell whether he got his money's worth.

In the final analysis, the hour meter takes the guessing out of maintaining and planning. Superintendents know where they stand and where they are headed and are better equipped to protect their investment—which is considerable. □



WILLIAM H. BRICKER has been named president of Diamond Shamrock Chemical Company, Cleveland, succeeding Dr. G.G. PIRRONE, who has been elected an executive vice president of Diamond Shamrock. Also moving up are CHARLES H. GILBERT, to vice president, responsible for the Agricultural Chemicals and Fine Chemicals operations, WAYNE KINCANNON, to general manager, Agricultural Chemicals Div., and STEVE PUSCHAUVER, to executive vice president, responsible for the company's industrial chemicals operation. Other appointments: JOHN P. HYDE, vice president and general manager, Soda Products Div., and C. ROBERT POWELL, vice president and general manager, Electro Chemicals Div.



Gilbert



Kincannon



Bricker

FRANK V. BUSCHINI Sr. has been named marketing manager for New England and New York State of the Turf Products Div. of The Toro Company.

DUANE UNKEFER moves up to the position of marketing communications manager for Harley-Davidson Motor Company. BARRY HAMMEL

has been appointed advertising/promotion coordinator.

WILLIAM FAULHABER has been promoted to director of professional golf and tennis sales for Spalding Sporting Goods, a Division of Questor Corp., Chicopee, Mass. He replaces JIM SHEA, who becomes manager for professional golf business planning.



Shea



Faulhaber

JAMES JOLLEY has been appointed general superintendent of construction for Venerable Sprinkler Sales, Inc., Irving, Tex.

EVERETT W. HANSON has been named president of W.A. Cleary Corp. as part of that company's expansion program.

DAVID WHAN is O.M. Scott & Sons' new ProTurf technical representative in northern Indiana.

HOWARD J. BRUNS has been named vice president, planning of Victor Comptometer Corp.'s Recreation Products Group.



Bruns

WADE SMITH has joined the sales staff of PGA-Victor Golf; he is responsible for the Texas and Arkansas territories.



Smith

Golf course architects' guide

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For more information circle number 186 on card

FOOD PRICES *from page 59*

hope the farmers will be doing.

But consider this problem: It looks as if there will be an effective ban on DES, a chemical that has been used to fatten cattle. Research reveals that the chemical has been causing cancer on some laboratory rats. If DES is banned, experts say it will take longer to fatten cattle for market. This in turn means the farmer has more invested in a head of cattle and this could mean higher prices meat packers must pay and that means price hikes all along the line and into the dining room.

Another worrisome development: Hog production has been going down significantly, which means that prices of pork products are going to be rising, perhaps even faster than beef prices. Experts advise that in those sections of the country where ham and pork cuts often run a good race against beef in many restaurants price hikes may complicate planning.

Warns one Government expert:

"The club barbecue isn't going to be a cheap night out much longer if the rise in pork prices doesn't slow down fast. And I can't see it happening. It looks like hog farmers want to get cut in on some of the gains beef has been bringing."

A brighter spot is poultry. Chicken, ducks, turkeys and the like remain plentiful. The outlook for the coming year suggests that they will continue to sell at about today's prices. But some experts warn that this may not be all that helpful in restaurants. If the home shopper buys more and more poultry, as may be the case, eating out may not be the time to eat more poultry, no matter how appetizing duck with black cherries and the like may be. It is generally agreed by some planners that this will be a tough area for restaurant management to gauge.

Another note of optimism. Recent rises in fish prices should be slowing. However, most of the stability will probably be in ocean fish. Lobsters remain a luxury item. Clams and oysters will vary greatly by location. Soft clams the frying kind, will be probably almost non-existent in many parts of the country. Maryland's Chesapeake

Bay, largest supplier of soft clams on the East Coast, lost 90 percent of its clam beds during Hurricane Agnes.

Turning to vegetables, the Agriculture Department doubts there will be any important decline in prices. Biggest gainers are likely to be fresh vegetables, potatoes and non-citrus fruits.

It looks as if there will be a let up in price hikes on food fats and oils after record increases during the past year. This should hold down food preparation costs, butter prices and the like. Also desserts may not have to be priced dramatically higher if the Government's predictions hold that costs of sugar, other sweets and cereal and bakery products will advance only moderately above last year.

Another major food headache in the coming year will be the purchase and pricing of wines. Americans go on drinking more and more wine year after year.

At the same time, both foreign and domestic wines continue to skyrocket in price. French wines will continue to go up in the year ahead, but perhaps more slowly than the phenomenal pace of the last few years. United States wine prices are on the rise, because the demand is just too much greater than the supply. New acreages, especially in California, are being planted to catch up with demand, but that takes years. Meanwhile the cost of producing American wines continues to rise.

Experts advise that the time may be at hand when wines from other countries may offer a good solution. Wine merchants, liquor wholesalers and big importers and suppliers are studying new wine producing regions of the world. Those in the know advise that this may be a good time for a club manager or his beverage man to look into what is happening around the world in wine production and the prospects of finding high-quality substitutes for wines that are either too high or simply not available.

What all this means is that the coming year is going to be a difficult time for those who must plan ways to feed club members what they want and keep them from griping too much about the cost. □

COURSIGNS, INC., introduces yellow plastic stakes and signs designed to keep golf cars away from greens and worn, wet, sodded or seeded areas. A complete kit, which includes 250 stakes, 100 signs and 2,000 feet of matching rope, is available for \$129.50 F.O.B. The design provides for a slip-free notch and a sign, which slides over the stake. All materials are weather resistant. Sign inscriptions include ground under repair, no carts and drop area. Free samples are available.

Circle No. 101 on reader service card



LONG-ALLIED MFG., INC., introduces the Cub C2 Spreader for mounting on pickups, flat bed trucks, dump trucks and trailers. The Model C2 will spread material with a controlled width from four to 40 feet and is designed for ice control, fertilization, dust control, broadcast seeding and other applications. The conveyor has a 14-inch wide trough with rugged, trouble-free chain and shafts. A seven hp air-cooled four-cycle engine has a centrifugal clutch with throttle control.

Circle No. 102 on reader service card



THE E-Z GRADER COMPANY introduces the Ezotic putter with a T-shaped manganese bronze head with a hand-buffed satin finish. The advantage of the putter, according to the company, is better controllability on long lag putts,



because they reach the hole with an easier, more controllable stroke. The putter is available only in pro shops and comes with a 36-inch True Temper steel shaft and in shorter custom lengths.

Circle No. 103 on reader service card

INTERNATIONAL FIBERGLASS introduces Endamp, a de-humidifier in a bucket. According to the company, the device eliminates excessive moisture and humidity in the air, eliminating the need for expensive electrical equipment. The bucket contains small moisture-magnet pellets that draw moisture from the air and deposit it in the bucket where it accumulates. The moisture can be drained off periodically. A one-pound bucket will absorb humidity in an area of 250 cubic feet, at a humidity of 75 per cent.

Circle No. 104 on reader service card



WHEEL POWER CORP. introduces the Truck Tractor with the versatility, capability and 2,000-pound payload capacity for the golf course. The unit is designed to carry maximum loads, from dirt to chemicals, top dressing to potted plants, over the green or up the steepest hills without damage to the turf. Versatility is increased through the optional three-point hitch, hydraulic blade or other attachments. A 25hp engine with power steering and torque-converter drive provides dependability,

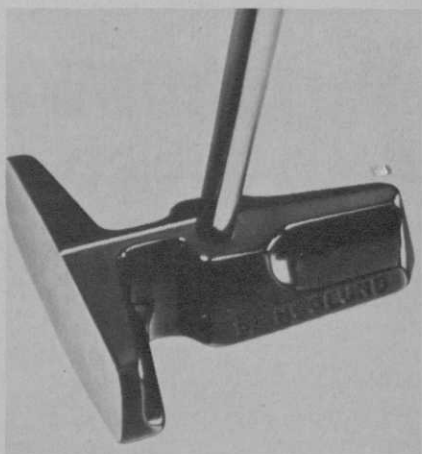
operation ease at low maintenance cost.

Circle No. 105 on reader service card



THE FIRESTONE TIRE & RUBBER COMPANY introduces a new cordless cast tire for golf cars in white, yellow, red and blue as well as black. The cast tire, still in the experimental stage, was made possible through the development at Firestone of a rubber so strong that no body-reinforcing materials are needed. The color goes all of the way through the tire. A colored liquid rubber is poured into a mold and after the material sets, the tire is removed.

Circle No. 106 on reader service card



HOGLUND GOLF COMPANY introduces the Nassau putter with a magnesium bronze head. According to the company, the putter provides constant impact so that off-center hits will have little effect on the distance the ball travels regardless of where it is struck on the club's face. The putter's face has a rocker shaped bottom and the entire head

continued on page 77

Buyers' Service

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- Mower grinders
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- Rollers
- Sod cutters
- Soil screeners
- Soil shredders
- Spikers
- Sprayers
- Spreaders
- Sweepers
- Sweepers-mulchers (turf)
- Thatch cutting machines
- Thatch cutters and vacuum removal
- Tractors
- Trailers (utility)
- Trucks (utility)

CHEMICALS

- Algae killer (ponds)
- Turf color spray
- Crabgrass control
- Fertilizers
- Fungicides
- Herbicides
- Insecticides
- Wetting agents

FURNISHINGS

- Ball washers
- Benches
- Comfort stations
- Course shelters
- Drinking fountains
- Flags
- Flag poles
- Refreshment stands
- Score Card Box (metal)
- Signs: yardage and direction
- Tee markers
- Vending machines

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- Irrigation systems and equipment

- Lighting equipment
- Matting-seedbed protection
- Pipe
- Sand
- Seed
- Soil conditioners
- Stolons
- Trees and shrubs
- Tree care service

GOLF COURSE ARCHITECTS

GOLF COURSE CONSTRUCTION

- Stone Pickers

- Club repair supplies
- Floor covering (spike resistant)
- Handicap racks
- Handicap cards

RANGE SUPPLIES AND EQUIPMENT

- Balls (range)
- Ball dispensers (coin)
- Ball strippers
- Ball washers (range)
- Ball washers (counter & dispenser)
- Clubs (range)
- Mechanical range ball retrievers
- Miniature course obstacles
- Miniature putting lane material
- Practice driving nets
- Range mats

PRO SHOP

APPAREL AND ACCESSORIES

- Blouses
- Caps and hats
- Golf shoes (men's)
- Golf shoes (women's)
- Rain jackets
- Rubber spiked overshoes
- Shirts
- Shorts (ladies' and men's)
- Skirts
- Slacks
- Socks
- Sport jackets
- Sunglasses
- Sweaters
- Trophys
- Windbreakers

GOLF EQUIPMENT AND ACCESSORIES

- Bags
- Bag carts
- Bag tags
- Balls (regular)
- Bath slippers (paper)
- Clubhead covers
- Clubs
- Golf gloves
- Golf practice devices
- Grips
- Grip slip preventative
- Locks for golf bags

FIXTURES AND EQUIPMENT

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- Club cleaners and polishers

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- Wines
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- Prepared fish and seafood
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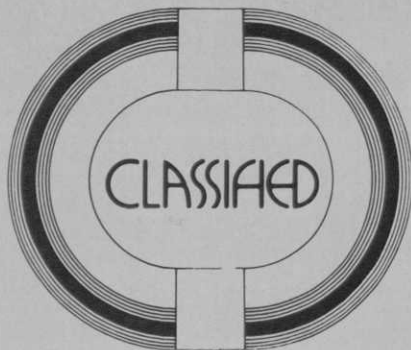
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IMPORTANT: THE JANUARY 1973 ISSUE WILL CLOSE FOR ADVERTISING ON NOVEMBER 20, 1972.

NEW PRODUCTS *from page 74*

has a contour base to prevent drag. The design of the head is said to eliminate also the inaccuracies caused by blade deflection on long lag putts and ensure better directional control. The Nassau is available for pro shops in left and right hand models. *Circle No. 107 on reader service card*



DURABLE MAT COMPANY introduces the Durable GTM golf tee mat. The mat is constructed of continuous double strips of rubberized fabric that are woven on heavy galvanized steel rods. Flexible loop expansion links, spaced at intervals, prevent buckling or warping under changing weather conditions. As an exclusive feature, the mat has a carpet top surface inserted to prevent black rubber markings on the club head or ball. Standard size is five feet by four feet; other sizes available. *Circle No. 108 on reader service card*

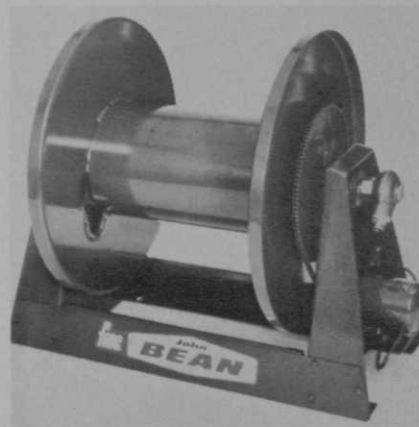


SONOTRONICS, LTD., announces the availability of a wireless microphone system with a two year guarantee. The system transmits on exclusive, non-interfering FM frequencies and has a range of 200 feet. The instrument is designed around solid state circuitry and rugged construction for reliable performance under extremely rigorous and pro-

longed use. It enables the use of more than one microphone simultaneously. The unit retails for under \$350. *Circle No. 109 on reader service card*



CENTURY ENGINEERING CORP., Agricultural Div., offers a three-gallon a minute high-low pressure washer for flushing areas with heavy accumulations of material. The unit (HPW-3D) features handgun control up to 30 feet and easy nozzle selection. *Circle No. 110 on reader service card*



JOHN BEAN DIV., FMC, announces a power rewind hose reel with a special oversize swivel that virtually eliminates pressure drop. The heavy-duty reel features a large diameter core with positive lock to prevent accidental unreeling, a larger capacity for both rubber and plastic hose and adjustable tension brake that prevents overwind. Remote control operates an electrical rewind mechanism and the rolled edge on the reel eliminates hose wear. The new swivel is adaptable to hose diameters which range from three-eighths-inch to three-fourths-inch. *Circle No. 111 on reader service card*

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