

ways that had made the most progress, and we lost about 15 to 20 per cent of the new grass. Although disappointing, it made us realize that we had to be prepared to protect our grass from unexpected diseases in the future.

In late September and October we recut and seeded again all tees and fairways. This time we added bentgrass to the mix on the theory that if we were going to have bentgrass anyway we might as well have some of the better kinds.

In mid-September we made another application of 225 pounds per acre of calcium arsenate. December that year was mild, and we made another application of 225 pounds per acre. We now had about 12 pounds of actual arsenate per 1,000 square feet.

We skipped the spring application of the arsenate because we had made one the previous December.

As the spring and summer, 1971, came in we could see visible progress. We still had problem spots

with some *Poa* and some thin areas where we had lost new grass, but we had far more of the permanent bluegrass and bentgrass than *Poa*. Even those who had been the most skeptical about the program could see the progress and began to realize it was only a matter of time until we reached our goal.

We made another application of calcium arsenate in the fall of 1971, which brought our total actual arsenate to 14 pounds per 1,000 square feet. We cut and seeded all the fairways again. The winter of 1971 and early 1972 was mild. The grass seemed to benefit from it.

We made another application of calcium arsenate in spring, 1972, bringing the total amount of actual arsenate to 16 pounds per 1,000 square feet.

By mid-July, just 12 days before the end of the three-year program, on August 1, 1972, we still had a few patches of *Poa* around some sprinkler heads, in a few low, poorly drained areas, and a little here and there around some greens. Tak-

ing into account all playing surfaces on tees and fairways, about 95 per cent of the *Poa* had been eliminated, and we had a full, uniform cover of permanent grass. Sixty to 70 per cent of the *Poa* had been eliminated from the greens.

The cost of calcium arsenate per acre was approximately \$370 for the three-year program. Other costs went for seed and labor. Because we used our regular crew, this really wasn't an additional labor expense.

Our golf courses are pretty, fun to play and more fun to take care of. We know there will be problems with bluegrass and bentgrass, such as leafspot, fusarium blight, striped smut, nematodes and others, but something can be done about those problems.

It's easy to get rid of *Poa annua*; the difficult part is bringing on the new grass, while golfers are playing on it—especially with golf cars—and when it's too wet or too dry. It can be done, however, and it's certainly worth the effort and the expense. □

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THE FOOD COST DILEMMA:

WHAT ARE CLUBS DOING?

Soaring wholesale food costs have forced club managers to re-evaluate their pricing and over-all dining room practices

by STEPHEN W. BYERS

Current Federal figures released on selected wholesale food items reflecting percentage increases from February 20, 1972, to February 20, 1973, amount to a red-flagged message: Food and farm prices are soaring. In the last year most wholesale prices—those prices charged by processors and wholesalers to retailers and food-product manufacturers—have become backbreakers for club managers.

Managers nationwide have registered heavy cynicism, because there appears to be no settling of the progressive nature of the price hikes. They are wincing from the 57 per cent increase in wheat products and the 46 per cent jump in egg prices but it's coffee, up 40 per cent; bacon, up 48 per cent; meat, up 20 per cent, and the most recent product to join the parade of wholesale price increases, chicken, up 46 per cent, that have triggered the loudest manager complaints. At this point most managers are not interested in what stimulated these increases or who is getting rich at their expense. Their major concern

is how to survive the current price surge.

There is as much difference of opinion among them about the extent of the hikes as there is about how to deal with the problem.

Juergen Schumann, manager at Inwood CC on Long Island, says that a 23 per cent food cost increase resulted in a \$400 loss in his dining room in 1972.

Says Schumann, "You must maintain the quality that members have become accustomed to and still not raise menu prices too high or you will lose business. Many dining rooms price themselves out of a large portion of their membership trade. My food costs have jumped 23 per cent since 1971, and I was forced to raise menu prices, but slightly.

"I find that practicing portion control and using proven cost analysis systems help. When the cost of my usual dining room coffee got out of line, I shopped around and found a superior coffee, which is saving me \$30 per month or around \$360 per year. This is just one instance in which little things can add up." He adds that by watching after the incidentals, by better menu marketing, and by working closely with his chef and dining room help, he has brought many menu items down in spite of the wholesale cost increases.

Arthur Russell of North Hills CC on Long Island says that 30 to 40 per cent price jumps since 1971 have forced him to appeal to his membership for dining room price increases.

He charges a minimum of \$40 per month per member regardless of how much they eat and states that monthly collections on minimum charges have gone down recently, indicating more interest in the dining room. He adds that high prices on items such as beef, veal and calves' liver are not so painful if one is doing a large volume, but that the waste during the slack months is ruinous. He says his cost on the above items is up 30 to 40 per cent, with strip steaks that were \$1.40 per pound now costing \$2 per

pound.

He marked his operating costs for the dining room at 60 per cent for '72, with labor up 28 per cent and service up 22 per cent.

"I've started requesting weekly reports from my chef as to what is selling and what isn't. If an item doesn't sell I take it off the menu." He also splits his dining room staff hours to cut overtime.

Jack Quigley of Canyon CC in Palm Beach, Fla., says that 30 per cent increases in wholesale food costs dictated a 25 per cent dining room price hike at his club and he is still losing money. He says a killer for him was the 200 per cent jump in the price of shrimp since 1971. "Shrimp is one of my biggest items," he says, "for which I had charged \$1.50. Now I charge \$2.75 and still lose. Let's face it, that's a lot of money for six little shrimp."

Raising liquor prices in the bar could not recompense his dining room losses as they do in some Eastern clubs, according to Quigley. "A dollar twenty-five is all people here will pay for a drink, but the same people will think nothing of paying \$55 a day for our cheapest hotel room."

Bob Roberts of Cedar Brook GC, Old Brookville, Long Island, has a unique approach to combatting the affects of surging food costs. "Instead of increasing our dinner prices, we decreased them by about \$1 per dinner. Then, at the end of each month, our membership absorbs the inevitable dining room loss. On the surface it may sound strange to reduce prices as costs go up, but we found it provided a bigger incentive for members to use the dining facility. We did the same thing in the bar, only we didn't drop the prices \$1 per drink."

Roberts says that his wholesale food costs have risen about 15 per cent over 1971.

From the members' point of view, Roberts' plan is good if the members make frequent use of the dining room. The members who seldom dine out would not benefit.

A Midwestern club manager says

continued on page 54

THE FOOD COST DILEMMA:

HOW ARE RESTAURANTS HANDLING IT?

Here's a rundown for club managers on how their counterparts, the restaurateurs, are combating the same problems
by STEPHEN W. BYERS

Restaurateurs throughout the country are having many problems in common with country club managers. The most critical of these is how to maintain an economically healthy dining room in the face of unrelenting increases in the cost of wholesale foods.

Almost without exception, they have been driven to menu price increases, which have caused customer complaints and loss of regular business.

Tom Chevoor, researcher for the Research and Development Department of Cornell University Hotel School, is a former hotel and restaurant manager. "Restaurants cannot change prices everyday and expect not to feel customer wrath," he says, "and most restaurants are aware that if they make substantial menu price changes in anticipation of future wholesale food increases, the result can be that you price yourself out of business." Chevoor says that dining rooms which specialize in steaks and chops are hurt the most from the wholesale price hikes and must either practice rigid portion control or risk adding 30 per cent to the menu price of these items. Both of these solutions carry a heavy risk, he says, and restau-

rants must evaluate their clientele to determine which policy will engender the least customer ill will.

Chevoor added that dining rooms that are known for their generous portions would be advised to raise prices instead of cutting steak sizes, and restaurants featuring low-cost menus as their major attraction should consider the alternative of portion control or change the format of the menu.

Chevoor says the beef market does not lend itself to "undercut" wholesale buying. "One meat house may save you a penny or two per pound, but a restaurant is better off to settle with one meat dealer that comes to know his specifications for portioning, style of trimming, and general raw meat preparation, than to hazard the irregularity of jumping from one meat house to the other for a minimal savings."

Bulk buying is very difficult, says Chevoor, because of the ideal storage and preparation requirements for producing top-grade steaks and chops. "Add to this the limited cold chest capacity of most restaurants, and bulk buying results in replacing one serious problem with another."

Chevoor stresses that there are no formulas for beating higher food costs and that imagination is the only salvation for the threatened food industry. He recommends the effective use of buffet tables as a way to sell items left over from the previous day and somewhat mitigate the critical food waste.

John La More of the Mayfield Inn, Westchester County, N.Y., says 30 per cent price increases have

forced him to make extensive menu changes in the last two months. "I have gone to the buffet style two days a week and I may use it three week days starting next month," he says. "My regular customers won't sit still for frequent menu increases. They scream when they get used to one price increase for a rib eye steak, and I jump the price on them the next month. I just had to find another way to make do."

La More says he has cut his waste by 20 per cent since the buffet service went into effect and that the inclusion of a variety of lower cost items, such as "custom built" salads with bacon chips, chopped olives and a myriad of substantial dressings, lend themselves to the buffet service at a healthy savings to him. He warns that the buffet fare must feature different meats if that style of service is used frequently.

Jim Clugman, manager of the Seaman's Inn, Newport, R.I., says he is trying to make a reality of the myth that claims, "if you can't make it in the dining room, you can rely on the bar to save you." "I can't see any other way to stay open," says Clugman. "My restaurant caters to a sophisticated clientele. When I change my menu substantially, as I have in the recent past, it costs me not only old line customers, but also the expense of making up new four-page menus. In a place like this you can't simply blot out or erase numbers and mark out selected dishes in favor of something else. You must go through the whole costly procedure of having new menus printed. And I

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CLUBS *from page 52*

that his dining room has been badly bruised by a 25 per cent rise in wholesale food costs.

He emphasized that small items, such as bread, up 20 per cent, and many condiments take a tremendous toll at year end and added that dining room labor, which cost him \$3.50 an hour in 1971, is now \$4.50 an hour, an increase of 25 per cent.

Asked about the advisability of charging minimums, he says, "Minimums are good only if you

are running the club for profit. Otherwise members resent it."

He charges what he thinks is the maximum he can get away with for drinks: \$1.40 for 1½ ounces, and says that his bar scarcely supports itself.

George Hobaugh of Doublegate CC, Albany, Ga., says that his prices have increased by 15 to 18 per cent on meat and around 5 per cent for most other foods.

He says the \$5.50 wholesale cost for lobster tail eats up 70 per cent of his profit on that item. "I try to

offset this by including attractive chicken and fish dishes on the menu, but my membership has always been particularly fond of lobster. They want it, but they would scream if I raised the price to \$10 to make it worth having on the menu."

Hobaugh has been forced to raise his menu prices 10 per cent.

Joseph Bren of Paradise Valley CC, Scottsdale, Ariz., says that his prices on wholesale foods have increased by an average of over 25 per cent from 1971. He is trying to hold his present menu price line by two methods: The first is to evaluate the concept of quantity purchasing, which usually is rewarded by a cost break. He says his freezer space is going to waste; it could accommodate much more than he is buying. He is also an advocate of portion controlling. "The object here is to maintain the quality of the menu, but serve less per meal. We have cut back the quantity of our shrimp servings to about one half, and with lamb jumping by 45 cents per pound in four weeks, we are severely restricting it per serving. The amazing thing is that we have had so few complaints. Obviously, we had been serving more than we needed."

Bren says he used to buy hot dogs at five to the package and now buys seven to the package; he once bought hamburgers at three to the package, now buys at four to the package—and with no member complaints about the serving sizes.

He also stressed effective utilization of leftovers as a way to survive the price squeeze.

In many instances club managers told GOLFDOM that their memberships, smarting from menu price increases, point to a comparison between what they pay in the grocery store for meat and what the club says it must pay the wholesaler for meat.

It should be noted in this regard that, although supermarket prices have risen substantially in recent months, the full force of the price surge is just reaching the retail stores. Thus, the member who complained that he was paying only slightly more for retail meat and pork than the manager is paying wholesale, no longer has a valid argument. □



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RESTAURANTS *from page 53*

might add, that a wealthy clientele is just as interested in getting the most for their money as clam house patrons. They are accustomed to seeing lobster on my menu for \$8.50. When I raised the price to \$10 I really heard about it, and I didn't sell many lobsters." Clugman says that, having tried the price increase method of survival, to no avail, he will be pushing his elegantly appointed bar to recompense his "inevitable" losses in the dining room. "I'm aware that I could save money by reducing the size of portions and minimizing waste, but these savings won't keep me above water. In the bar, my profit is 300 per cent on a martini and 400 per cent on draft beer. It's there that I'm trying to stimulate interest."

The manager of an exclusive New York restaurant in the East 50s says his dining room has always featured the best meats obtainable and will continue to do so despite wholesale food price escalation. He says he can do this by cutting 15 per cent from dinner portions and

adding a variety of sauces to the meat dishes. He says his clientele is not as concerned with quantity as with the quality of his menu. "Most sophisticated diners are becoming more and more interested in maintaining a slim figure," he says, "but

Current selected wholesale food prices in the United States, showing per cent increases from February 20, 1972, to February 20, 1973.

Wheat	up 57%
Hogs	up 49%
Pork bellies	up 48%
Cocoa	up 47%
Eggs	up 46%
Chicken	up 46%
Coffee	up 40%
Corn	up 35%
Flour	up 33%
Steers	up 19%
Oats	up 17%
Sugar	up 1%
Butter	unchanged

they do not want to sacrifice the pleasures of gourmet cooking. I provide reasonable portions and concentrate on style of preparation, taste and elegance of presen-

tation as the selling points for my restaurant." He adds that there is little use in limiting portions if a close eye is not kept on waste.

The consensus of most restaurant owners is that if the menu prices are increased there must be particular care taken to ensure good quality of all items. If you're charging comparatively low prices for steaks and chops, customers will accept an occasional poor quality sirloin as "coming with the territory," but if your dining room is posh, your prices high and getting higher, you must be extra-quality conscious. In short, a man paying \$9 for a T-bone steak is going to be adamant in his complaint of a meager tenderloin side.

As was appropriately stated at the beginning of this story, there are no magic formulas to success in the fight to survive leaping food costs, but imagination in menu preparation and waste control can help. Most restaurants will need to take drastic action to stay alive, but they should follow the rule: "know your clientele" before deciding what survival steps to take. □

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If that oft-repeated expression about women—you can't live with them and you can't live without them—were only 50 per cent true, the latter part would describe golf's sentiments toward them. Here are some of the reasons why.

About 25 per cent of the estimated 10,400,000 adult golfers are women (an additional 1,216,000 are considered junior players by the National Golf Foundation). Their purchases of women's apparel represent the fourth largest category of total sales in golf shops alone, over \$29 million last year, and, let's face it, they influenced men's buying of clothing to a great degree as well. They take more lessons and attend more clinics than men do and, the real eyebrow-raiser, they are giving more lessons than ever before.

In two other important positions in the golf industry—as club managers and golf course superintendents—the surprises are not as great. There currently is only one woman superintendent in the country. Of the 2,600 members of the Club Managers Assn. of America, only about 100 are women, several of whom are affiliated with golf courses.

It all means that women are a golden force that has to be reckoned with or is about to reckon with you. Moves toward these ends are already being made.

In George Buck's fashionable shop at the Fountains in Lake Worth, Fla., Linda Branstrom offers her clients a four-point inducement: 1) a pleasing atmosphere; 2) a complete inventory; 3) quality clothing, and 4) excellent service.

"All new items are displayed immediately and the latest styles are featured on our center rack. That's where customers look first and they'll stop by to check even when they do not intend to buy.

"We also limit our assortment. This not only protects customers who want as nearly an exclusive product as possible, at least on their own course, but it stimulates them into buying quickly. They realize it may not be available later, if they wait too long. We offer many pro-only lines because the downtown stores can't.

"We carry a rather expensive

Women in THE GOLF INDUSTRY

As consumers, players and professionals, women are making themselves felt as a major force in the golf industry. Two areas elude them, however, and they are club management and golf course superintendency

by ROGER GANEM

line of clothing, yet it is competitive, price-wise, with the downtown stores. If the department stores do get their items cheaper by purchasing in bulk, they do not seem to be passing the savings on to the customer. Many have told me that our items are less expensive.

"The wives are responsible for the men's purchases about 70 per cent of the time. If she sees something she thinks would look good on her husband, she'll either ask us to put it aside or in no time at all he is in buying it. The women know what they want for their husbands.

"I often wear and model the clothes I'm trying to sell and to show what is new. This is a big factor, because the customer can see her selection in motion.

"And the other big factor is providing service, in filling requests, expediting special orders and furnishing one-day handling on all alterations, at no extra charge."

The women are making the cash registers ring a merry tune in the golf shops, where the leading income producer is golf balls, followed by irons, a major purchase not within everyone's capabilities, men's apparel and women's apparel. Most irons that are sold are men's. But that is changing. As the women golfers become more skilled, their need for better equipment increases. Those mongrel

clubs are being discarded.

The outside-the-clubhouse activities reflect the influences and the work of the Ladies Professional Golf Assn. (LPGA). Of its 210 members, over 120 are listed as qualified teaching professionals. Some instructors are also participating on the tour, preparing themselves more fully for teaching during the off-season or when they retire from competition. But many now hold responsible jobs at very respected clubs. There is Sybil Griffin at Old Westbury Club on Long Island, where the great Helen Hicks, the first champion to turn professional in 1934, held forth at The Sewane Club in the 1960s; Jackie Pung in Kamuela, Hawaii; Claudette LaBonte at Mashpee, Mass.; Nancy Gannon, Reidsville, N.C.; Ann Casey Johnstone, Stevens College Columbia, Mo., and perhaps the most active of them all, Peggy Kirk Bell. Peggy not only teaches but conducts junior and senior golf classes at her Pine Needles CC in Southern Pines, N.C., and authors many instructional articles.

The women teachers are doing very well in the fees and recognition department and, because their games are very similar to the average man's, a good many of their regular and satisfied customers are men. They are being made welcome at the clubs where they are working. As Jane Read, chairman of the LPGA Teaching Committee, states, "I can't imagine any ill feelings among the male memberships at their clubs; it was mainly through them that the girls got their jobs in the first place."

There are accomplishments on the tour that are worth noting. The LPGA prize money has hit \$1.4 million for the first time in history! Competing for this bonanza are some 68 to 75 players per tournament. This compares with a total purse of \$164,000 and an average of 35 to 40 players in 1958; \$264,000 and 45 to 50 in 1962, and \$552,155 and 45 to 50 in 1968. And Charlotte Ivey, executive secretary in the LPGA office in Atlanta, reports that requests for membership information reaches her desk almost daily during the summer months.

When Helen Hicks turned profes-

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ZURN ACQUIRES GOLF LYNX

ERIE, PA.—*Zurn Industries, Inc.*, has completed the agreement to acquire *Golf Lynx, Inc.*, of Paramount, Calif., in exchange for an undisclosed amount of Zurn common stock. Lynx is a designer and manufacturer of golf clubs and was among the vanguard companies that used stainless steel investment casting in its designs.

Zurn's major area of business is the design and manufacture of pollution control systems. And earlier this year, it acquired three environmental firms, Vinylplex, Inc., Hydroline, Inc., and Cipra, Inc., with combined sales running at an annual rate of approximately \$8 million.

The Leisure Products Group designs and produces existing and new products for the pleasure-boating, recreational vehicle and consumer markets and is developing Mandalay Bay, Oxnard, Calif., a marina townhouse community.

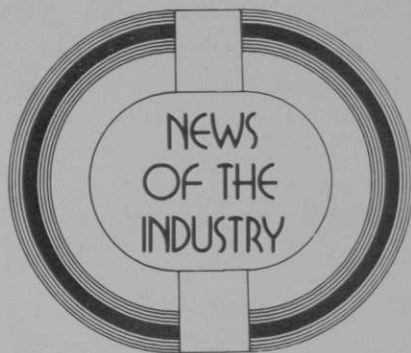
Zurn's sales for the nine-month period ending December 31, 1972, were up about 3 per cent, to \$137,240,740, over last year's figure of \$134,081,615. Net income rose about 5 per cent, to \$3,065,642 from \$2,930,317.

UNIROYAL PLUS 6 TV PUSH BIGGEST EVER

NEW YORK—*Uniroyal, Inc.*, has begun a record television advertising campaign this year to push its successful Royal 6 golf ball.

The million dollar plus program, according to the company's agency, Doyle Dane Bernbach, Inc., includes spots on more nationally advertised golf tournaments than any golf ball and equipment company to date, as well as a print campaign in key golf publications.

Coupled with the television and print campaigns, the company will keep golf professionals up to date on the latest developments and its advertising support through a series of direct mail newsletters. Says Dick Kurrasch, general manager of golf products, "... we plan to give the golf pro the million dollar backing that will help him tell the story."



APPLIED BIOCHEMISTS GRANTED NEW PATENT

MEQUON, WIS.—A patent covering a new formulation for copper algicides has been granted by the U.S. Patent Office to Applied Biochemists, Inc.

The new patent covers a method of preparing copper and triethanolamine, which is said to increase shelf life and improve the effectiveness of the complex as an algicide.

The patented process has been used by Applied Biochemists since 1971 in manufacturing the algicides Cutrine, Cutrine Granular and Swimtrine. The old patent, which expired in February, was purchased from the inventor when the company was formed as a marketing entity in 1969. Instability of the complex was a drawback at that time, leading to the development and subsequent patent application for the improved method.

MARLATT ELECTED CMAA PRESIDENT

WASHINGTON, D.C.—*Gerald V. Marlatt*, Northmoor CC, Highland Park, Ill., was elected president of the Club Managers Assn. of America for 1973 at the association's 46th Annual Conference, held in Honolulu, February 13-17.

Peter A. D'Angelo, Hampshire CC, Mamaroneck, N.Y., was elected vice president and John R. Simmons, Tacoma C&GC, secretary-treasurer. Elected to the board of directors were: Eugene Buckingham, Chief Branch Headquarters, SAC, Offutt AFB, Neb., and Gene Gilmartin, Cleveland Yacht Club, Rocky River, Ill. Re-elected were: George Burton, Oak Ridge CC, Hopkins, Minn., and C.E. Mills, Kansas City (Mo.) Club.

SWIFT CHEMICAL'S IBDU CONTRACT EXTENDED

CHICAGO—Swift Chemical Company's exclusive distribution rights to IBDU has been extended through June, 1978. The announcement was made at a Par Ex distributors breakfast at the Golf Course Superintendents Assn. Convention in Boston. Jeffrey L. Pochop, Swift's vice president, special products, emphasized that the five-year contract would enable the Swift's distributors to service professional turf managers with the finest slow-release nitrogen in the world.

FOOD SERVICE ORGANIZATION FORMED

LOS ANGELES—A new institutional food service group, *California Convenience Foods, Inc.*, has been formed, which combines the operations of Mar-Kes Foods, Convenience Foods, Cisco Foods and American Trucking Company. Operation of the company also includes the activities of Riviana de Mexico of Guadalajara, Mex., which supplies the company with certain products and ingredients.

California Convenience Foods is a diversified, integrated supplier of portion-controlled frozen and refrigerated meats and other food products for institutional food service trade.

BEST YEAR FOR BATTERIES

BURLINGAME, CALIF.—*The Battery Council International* announced that 1972 was a record year. Factory shipments of about 43 million replacement batteries exceeded 1971's all time high by 3.8 million units or almost 10 per cent.

Harry J. Noznesky, president of the council, said that he believes this upward trend will continue through 1975 and probably through 1980. Much of the increase is due to the increasing numbers of automotive type batteries being used in off-the-road vehicles, golf cars, boats, aircraft, snowmobiles, farm machinery and other similar kinds of equipment. Golf cars and snowmobiles accounted for over two million batteries in 1972.

SAMUEL S. SAVAGE, CHARLES H. GILBERT, HOWARD C. KLEIN and LOUIS J. DYE, vice presidents of Diamond Shamrock Chemical Company, Cleveland, have been promoted. Savage becomes senior vice president, responsible for expanding and coordinating the company's international business. Gilbert, named group vice president, is responsible for the Agricultural Chemicals, Fine Chemicals and Nopco Chemical Divisions. Klein has been promoted to vice president and general manager—International Division, heading up all international operations. Dye has been named vice president for the Fine Chemicals Division and continues as that division's general manager.

JEREMIAH J. SULLIVAN has been made advertising and sales promotion manager for Ford Motor Company's Tractor and Implement Operations, North America, based in Troy, Mich. He succeeds J.F. FITZSIMMONS, who was named marketing manager of the company's industrial equipment operations. Sullivan formerly was assistant manager of Ford Div.'s public relations department in Dearborn and has been with the company since 1963.

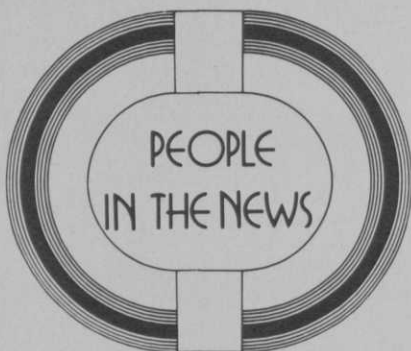
TOM DAGNON has been made Scotts ProTurf technical representative, serving southeastern Pennsylvania, Delaware and the east-shore of Maryland.



Dagnon

JIM IRELAND has been named national promotional manager of MacGregor, Cincinnati. He was formerly the company's Midwest regional manager.

A.B.C. WELLS was appointed to the position of vice president-mar-



keting for Sports Division, Dunlop Tire and Rubber Corp., Buffalo, New York. Other appointments were: FRED L. HILL to the position of Southwest regional sales manager and WESLEY L. BURNS to the post of assistant regional sales manager.

WILLIAM E. MCGUINNESS has joined the staff of The F.E. Myers & Bro. Company, Ashland, Ohio, as vice president, finance. McGuinness was formerly corporate staff auditor for McNeil Corp., Akron, parent company of Myers.



McGuinness

HARRY W. LARSON has joined Jacobsen Mfg. Company's Turf Div. as sales engineer. His territory includes New England, Long Island, metropolitan New York, New Jersey and part of Canada.



Larson

ERNIE R. JONES is the new district manager for Florida, the Carolinas and Georgia of the Irrigation Div. of The Toro Company. FRANK HARRISON moves up to pro-

duction coordinator, and EUGENE L. LIERZ becomes sales order supervisor. Replacing Lierz as sales coordinator is VICTOR S. KIIPPER.

BILL SPATTA, former Indiana pro golf salesman, has been promoted to product manager, golf balls, bags and accessories for MacGregor of Cincinnati. Replacing Spatta in Indiana will be TOM WHITELAW, who has been pro golf salesman in central and western New York. MIKE SMITH has also joined the pro golf sales organization and will cover southern Louisiana, southern Alabama, Mississippi and the Florida panhandle.



Spatta

GERALD WEED is West Coast sales manager for Par Ex, Swift Chemical Company. CLIFF HELWIG is Par Ex's rep for Michigan, Indiana, Ohio and Kentucky.

JEROME D. MARTIN has been made sales manager of the Professional Golf Sales Department of Hillerich & Bradsby.

NORMAND R. DEMERS was elected president of the Charles A. Eaton Company, Brockton, Mass., by the company's board of directors.

R.W. SAUNDERS has been made vice president, merchandising, of the MacGregor Div. of Brunswick Corp. Saunders has been merchandise manager since 1971 and has been with MacGregor 12 years.



Saunders

HILLERICH & BRADSBY COMPANY announces the addition of a new investment cast iron model of its Power-Bilt line of golf clubs. The new golf club line was introduced at the PGA Merchandise Show at Palm Beach Gardens, Fla., in January. Along with its investment cast irons, the company introduces its new Thoroughbred woods to be distributed this spring. They feature stainless steel investment casting that offers a contour beveled sole. Heel and toe weight balance is achieved with a cavity back rather than weighted inserts.

Circle No. 101 on reader service card

DEERE & COMPANY announces the new JD860-A scraper, a 15-yard unit that features an optional heavy-duty elevator with 75,000-pound tensile strength chain. The JD860-A's size, weight, and flotation make it an ideal machine for a variety of earthmoving jobs. It offers a 215-*SAE*-net-horsepower diesel engine, torque converter with lock-up, five-speed power shift transmission and "position-responsive" power steering with hydraulic follow-up that gives the operator a jerk-free, automotive feel.



PRI-LAB INDUSTRIES announces two models of sand trap rakes and a leaf rake, all made of weather resistant flexible long lasting plastic. The G-21 rake is said to be excellent for large sand traps; the G-14 is more compact with a 14-inch head, and the F-15 leaf rake is a broom style lawn rake and good for getting behind and under bushes and between paths.

Circle No. 103 on reader service card

PGA-VICTOR announces that golfing left handers now can play their right-handed counterparts on even terms with the introduction of left-handed Ryder Cup II woods and irons. These left-handed models are duplicates of the right-handed ver-

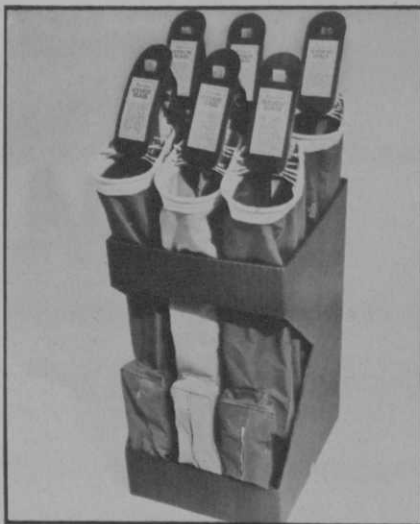


sions that received great acceptance by the better-playing right handers. Developed from investment casting, the PGA/Victor Ryder Cup II's feature a radically shortened hosel and stylish cavity-back design. The weight saved from these two innovations is repositioned into the toe and heel areas to achieve the delicate balance.

Circle No. 104 on reader service card

EDMONT-WILSON DIVISION presents the Edmont golf bag floor merchandiser. It is an attractive wood-grain display, with self-selling tags. The merchandiser keeps the bags up.

Circle No. 105 on reader service card



ROHM AND HAAS COMPANY introduces Kerb 50W herbicide for bermudagrass turf. Controls *Poa annua*. Kerb can be applied at any growing stage from germination through seed maturity and used as a pre-emergence or postemergence spray.

Circle No. 106 on reader service card

GOODALL LAWN TURF EQUIPMENT COMPANY presents the Model 12G-35B professional edger and trimmer. It is easy to handle when trimming around trees, fences, walls,

shrubs and monuments. It may be tilted when edging along sidewalks, driveways and curbs. It prevents marking or chipping of monuments and directs grass away from objects that you trim or edge, according to the company.

Circle No. 107 on reader service card

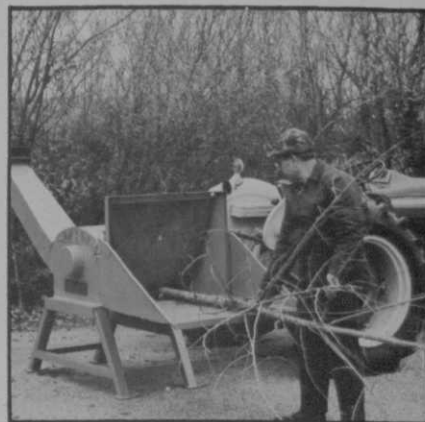


MACGREGOR COMPANY introduces a line of women's colored golf bags. Bags are accented in true violet, zinnia, apricot, sunflower rose and citrus green.

Circle No. 108 on reader service card

MITTS & MERRILL, a division of Walco National, has added a tractor mounted and driven brush chipper to their line, designed to meet the needs of those golf courses requiring a medium size but rugged brush chipper.

Circle No. 109 on reader service card



J I CASE has announced five new compact tractors for 1973 which include 8, 10, 12, 14, 16hp models in high or low profile versions with a full range of attachments. The 108 powers a 34-inch mower, 32-inch snowblower, 38-inch grader blade and will pull a dump cart, lawn sweeper and other attach-

continued

NEW PRODUCTS *continued*

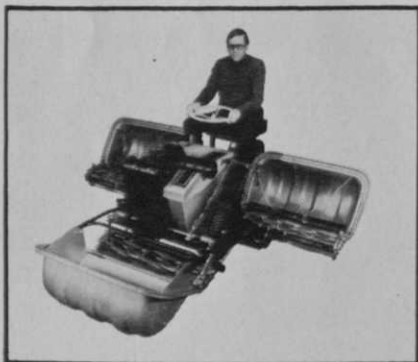
ments. The 118 eight hp model features a hydrostatic transmission with a single lever control for both direction and speed, also rubber cushion engine mounts. The 210 10hp model with four forward speeds and one reverse offers the low gear necessary for tough tilling work. The 224 14hp model low profile, features hydraulic drive and flotation tires. The two cylinder 16hp Model 16 is a high clearance unit.

Circle No. 110 on reader service card



LOCKE MFG. presents the Maxi II Heavy Duty grounds maintenance mower. It features the Locke velvet-cut, and triplex unit with 87-inch mowing width and has a heavier chassis of steel weldments, stronger mounting bolts, control rods and linkages.

Circle No. 111 on reader service card



INTERNATIONAL HARVESTER COMPANY introduces five industrial tractors and allied equipment especially suitable for golf course grounds maintenance, including the 2400A Lo-Boy with three-point hitch and 84-inch mower and high flotation tires. The 3200A Compact Loader with 58-inch utility bucket or 3082 backhoe, has three-quarter ton 6.8 to 20 cubic foot capacity, turns on its own axis and works under a six foot clearance. The Cub 154 Lo-Boy with 15hp water-cooled engine

works with a center-mounted rotary mower. The 149 Cub Cadet comes with a three-point hitch and trap rake.

Circle No. 112 on reader service card



SIMPLICITY MFG. COMPANY, INC., introduces the eight hp Wonder Boy riding mower that cuts a 30-inch swath and provides a five-bushel collection hopper in back. The unit is powered by a Briggs and Stratton four cycle engine and features the free-floating mower to give a smooth even cut; also features an axle-mounted mower, a massive frame and enclosed transaxle traction drive.

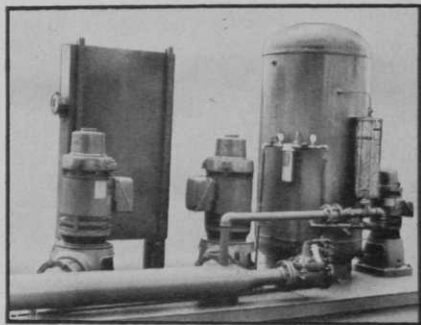
Circle No. 113 on reader service card



VENABLE SPRINKLER SALES introduces the Pump-A-Matic pre-assembled, pre-wired pump station, with pre-built flume and adjustable pre-built stacks. The unit can be installed in two days because little bolting is required. Cutoff feature turns off all pumps in case of pipe

breakage. All pump stations are equipped with slam-proof, spring-loaded checks.

Circle No. 114 on reader service card



REFLECTOR HARDWARE CORP. introduces the Spacemaster garment rack system, which lets the retailer expand a single rack into a complete tandem arrangement. The system can be assembled in minutes and expanded at will and is adjustable.

Circle No. 115 on reader service card



MR. CHAIN, Division of M-R Products, makes a complete line of plastic fence components, including peg-and-chain combinations for grass and ground surfaces, post-base and chain combinations for use indoors and on paved surfaces and ball and Colonial tops, which decorate both pegs and posts.

Circle No. 116 on reader service card

