

How a little green and white box can cure some of a club pro's biggest headaches.



The weekend has arrived.
And, once again, there aren't enough caddies.

Six cars are on re-charge and another just died after nine holes.

Everything

is slowing down and stacking up. And, since you're the club pro, everybody's on your back.



The cure?
Take Exide's
or Willard's EV-106

electric vehicle batteries. Put a set in each of your golf cars for dawn to dusk performance, or 106 minutes of continuous running power.

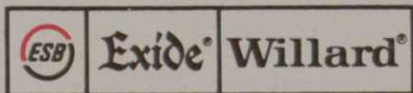
The EV-106 delivers 41%* more power than standard golf car batteries because it's sealed in polypropylene, leaving more room inside for acid and plates.

For milder headaches, take EV-88 electric vehicle batteries, and get 88 minutes of continuous running power.

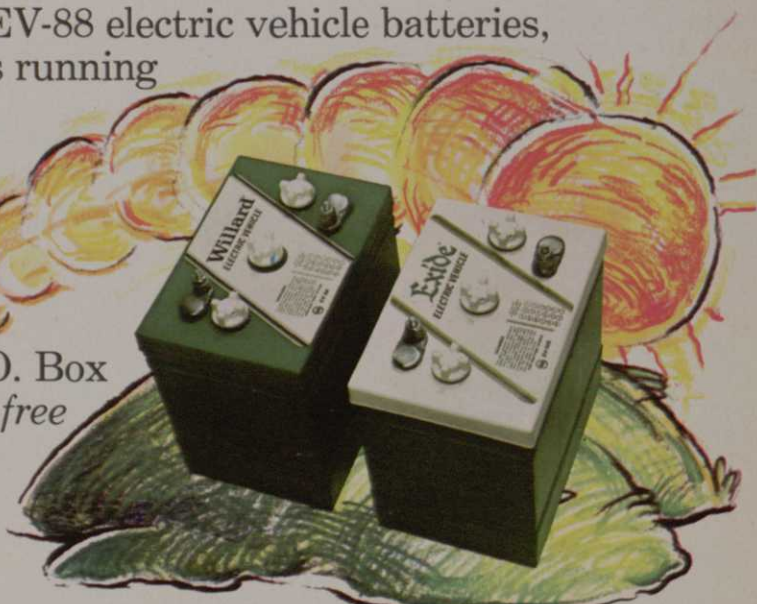
Ask your golf car dealer, or Exide or Willard battery distributor for complete information.

And feel better. Fast.

Write ESB Brands, Inc., P. O. Box 6949, Cleveland, Ohio 44101 for a free battery maintenance manual.



World leader in packaged power.



The dawn to dusk battery.

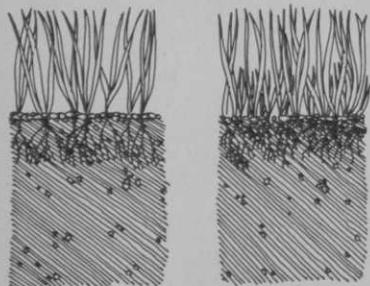
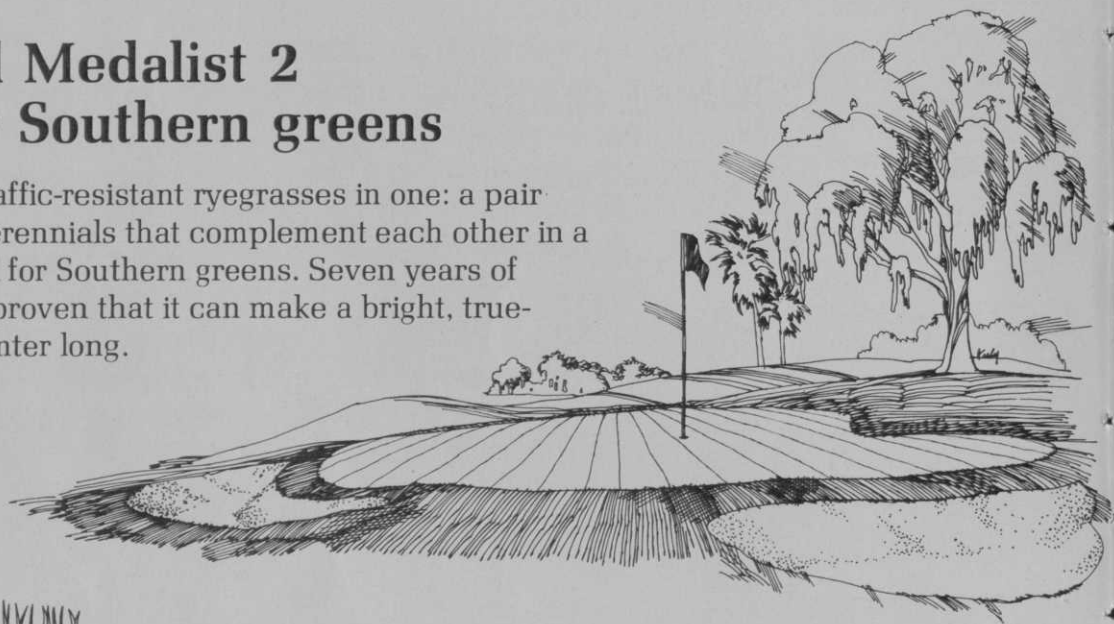
*The standard golf car battery is rated at 75 minutes continuous running power by the American Golf Car Association and Battery Council International.

For more information circle number 139 on card

You're in for a

Fine-leaved Medalist 2 is ideal for Southern greens

Medalist 2 is two traffic-resistant ryegrasses in one: a pair of narrow-leaved perennials that complement each other in a formula that is ideal for Southern greens. Seven years of tests and use have proven that it can make a bright, true-putting green all winter long.



Gets up fast...and stays.

Because it is 100% ryegrass, you can count on Medalist 2 for fast cover — ready for play in just a few days. Cover begins when the bermudagrass fades, and lasts until transition in the spring.

Bright greens.

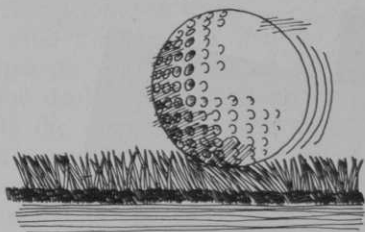
Medalist 2 can keep its color and texture through freezing nights and frosty mornings, and right on into early summer. In fact, many golfers say they can't really tell when the Medalist 2 goes out and the bermudagrass comes in.

Medalist 2 can take abuse.

Superintendents report Medalist 2 can withstand more heavy traffic than annual ryegrass and *Poa trivialis* formulations. There is less wear around the cup and faster recovery from "heavy play" days.



fine green winter

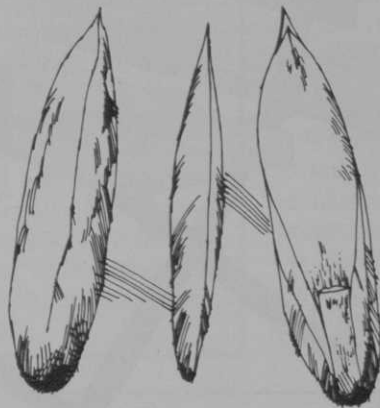


Putts true.

Medalist 2 makes a smooth playing surface when you need it most — during winter when traffic is likely to be the heaviest. Unlike common ryegrass, Medalist 2 grows slower, more upright, and does not stool late in the season.

Medalist 2 is easy to plant.

Medalist 2 seeds flow evenly through the spreader without bridging and work their way down into the bermudagrass. There are approximately 300,000 seeds per pound of Medalist 2. A seeding rate of 40 to 45 pounds per 1000 sq. ft. will produce a quick, thick, uniform stand.



Summary of live plant counts
from all tests

KOBAN Seed Treatment	Average live Plants	Percent of Check
4 oz. per 100#	271.1	175%
2 oz. per 100#	237.3	153%
1 oz. per 100#	214.7	138%
Check (No KOBAN)	155.0	100%

Resists disease. Pythium-protected with KOBAN.

Medalist 2 seed is treated with KOBAN. This protects the germinating seed and seedling from pythium damping off during the critical germination week. Medalist 2 also carries good bred-in resistance to Cottony Blight and Dollar Spot.

YES, I'm interested
in more details
about new,
fine-leaved
MEDALIST 2
Perennial Ryegrass:

(Name)

(Course or company)

(Business address)

(City) (State) (Zip)

Mail to:
Northrup, King &
Co.
P.O. Box 370
Richardson, Texas
70580



NORTHRUP KING SEEDS
SOUTHERN DIVISION HEADQUARTERS, RICHARDSON, TEX. 75080

For more information circle number 160 on card

**Fuse
Coated**

STANDARD TEE BENCHES

with special end caps



Special end caps have been added to the 1973 Standard tee benches. These steel caps are welded to the ends of the seat and back and then fuse bonded with a special butyrate plastic coating. This gives you a smooth, snag-proof seat and back. At the same time, it prevents dust or dirt from collecting under the seat or back. Keeps the benches much cleaner in all kinds of weather.

The entire bench is fuse coated with an electrostatic gun and baked in high temperature ovens. This bonding of the special plastic coating gives you a tight seal on all metal parts to prevent rust or marring. It's tough and completely weather proof.

Three different color combinations are available to coordinate with your other golf course equipment . . . red, yellow or avocado green. These Standard benches are constructed of 16-gauge steel and formed for extra strength. Note the air space between the two-piece seat to aid ventilation.

The charcoal frame and legs are also fuse coated with plastic to prevent rust and chipping. There's no rough edges to snag your clothing. The seat is 12" x 72" and the back is 10" x 72" to comfortably accommodate four people on each tee. They are shipped KD with a weight of 70 pounds. When ordering, be sure to specify the numbers.

- #17700 — yellow and white
- #17800 — red and white
- #17900 — avocado and white

Write for FREE, 32-page full color catalog with prices, parts list and name of your nearest Standard distributor.



**STANDARD
MANUFACTURING CO.**

220 East Fourth St., Cedar Falls, Iowa 50613
For more information circle number 213 on card

GOLF CARS *from page 70*

MAINTENANCE AND THE DEALER

The subject of maintenance is the ugly duckling of new fleet acquisition programs. But it's one of the keys to successful and profitable fleet operation.

The availability of qualified personnel and proper maintenance facilities can be a crucial factor when deciding to buy or lease.

Your club can keep a maintenance man on your payroll or defer to the dealer or manufacturer to supply the maintenance for the fleet and warranty. It is inconsistent with good business practice, however, to maintain an asset, which is the fastest growing revenue source for the club, with the cheapest available labor. Find the best man available and pay well for his skills.

If you attempt to operate a fleet without the proper maintenance facilities and personnel, down time will be longer and repair costs greater. In a very few years, your fleet is actually costing—not profiting—the club. Conversely, skilled personnel and up-to-date facilities for fleet repair can add valuable

percentage points to the profit margin, years of life to the cars and satisfaction to the members.

Is there a normal or average life expectancy for golf cars? No. It



ABOUT THE AUTHOR

WESLEY O. MCGEE is president and chief executive officer of Pargo, Inc., Charlotte, N.C. He has a bachelor's degree in chemistry from the North Carolina State University at Raleigh and a MBA from Columbia University. He worked in New York's financial district and was an officer of Wheelabrator Frye before he and other stockholders acquired Pargo.

is a combination of the quality of the original car plus the care, service and preventive maintenance it receives. Some fleets are allowed to deteriorate to such a degree that they become practically useless in just two or three years; others may still be operating efficiently and profitably after eight to 10 years.

Few clubs have the facilities to store all the parts and accessories needed in fleet repair. Many parts must be ordered from the dealer or manufacturer. Because one extra day's delay in shipment can prove costly in terms of lost revenue, the proximity of a manufacturer's representative becomes an important consideration. If your club is operating under a leasing agreement whereby the maintenance is deferred to the manufacturer, proximity may be critical.

Whether the fleet is owned or leased, your dealer's reliability and reputation is important. Check with other clubs that operate a fleet of his golf cars. Find out what they have learned about the car's quality and its need for periodic repair. You may even choose to inspect

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**Keep the
grass greener
on your side
of the fence.**

GRAND PRIZE® Lawn & Garden Gypsum keeps turf, shrubs, trees growing thick and strong. That's because it acts much like a mineral "cultivator". Loosens hard-packed clay soil so air and water can penetrate, helps fertilizers live up to their full potential. Low in cost, high in efficiency, this natural soil conditioner supplies soluble calcium and sulfur in a readily absorbed form. And it also stimulates decomposition of organic materials. The result: seeds germinate faster, roots go deeper, foliage becomes luxurious. Write for specifics. 101 S. Wacker Drive, Chicago, Ill. 60606. Dept. G-33

CHEMICALS DIVISION

UNITED STATES GYPSUM
BUILDING AMERICA



For more information circle number 164 on card

COURT TEST DUE ON TAX PAID BY COUNTRY CLUBS

CLEVELAND—Lawyers for Cuyahoga County administrators here are preparing for a court fight against charges that local country clubs and golf courses, some of which own very valuable land, are not paying their fair share of real estate taxes.

A suit filed this month by Iris Sales Company, a real estate management firm, contends that the county auditor, treasurer and board of revision are allowing the clubs to pay a special rate based not on fair market values (how much the land is worth) but on the land's current value as a golf course.

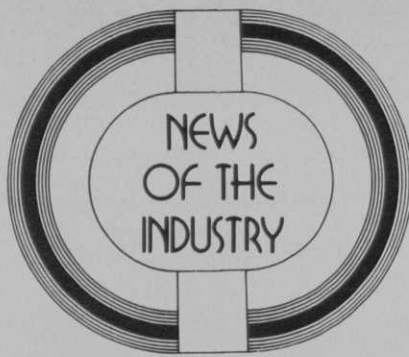
According to the suit, appraisals for the club property are too low and the clubs are paying taxes at a rate lower than other property owners.

The suit asks for an explanation of appraisal methods used for 30 clubs and golf courses in the county. It asks the court to find the tax methods discriminatory and to order a change.

County Auditor George V. Voinovich would not comment directly on the suit, but said area country clubs, some of which pay as much as \$30,000 a year in property taxes for golf courses, insist they are paying too much.

According to an investigation made by the Cleveland Plain Dealer, among seven of the wealthiest clubs, land values on the county books range from \$5,100 an acre at Pepper Pike CC—where surrounding residential land is valued at three times that amount—to Westwood CC in Rocky River where land values are even higher. The investigation found that at some clubs, land is valued by developers and realtors at an amount as much as 10 times more than county appraisals, and that some land surrounding the clubs is appraised at a value much higher than the club land, whereas other land is valued at about the same amount.

In recent years many clubs throughout the country have found themselves enveloped by rapidly developing residential areas where their land may be more valuable to a housing developer than to the club. Golf industry leaders believe



it is more discriminatory to tax any landowner based on what the land would be worth if he used it in the most profitable way. This method of taxation forces the property owner to exploit land instead of using it as he would like. If a farmer discovers his property is surrounded by high residential development property, would it not be unfair to tax his property equal to that which surrounds him. This would be tantamount to forcing him to become a developer when he would prefer to continue farming.

That a piece of land is more valuable to some people than to others should not be a criterion for determining property tax.

GCSAA ANNOUNCES MOVE TO KANSAS

DES PLAINES, ILL.—*The Golf Course Superintendents Assn.* announced it intends to move from here to Lawrence, Kan., on June 30 of this year. According to GCSAA Executive Director, Conrad Scheetz, the reason for relocating was to more centrally position the GCSAA offices for its members. He added that he anticipates less employee turnover and generally better working conditions. "Lawrence was chosen as the site of the move partly as a result of a survey conducted by the GCSAA," Scheetz said.

PENNA AND MITCHELL TEAM UP

WEST PALM BEACH, FLA.—The business affiliation of golf course architect *William F. Mitchell* with *Toney Penna*, a golf club manufacturer and former top-rated touring pro, was disclosed recently here. The new company will design and construct golf courses.

Penna is the president of a golf

equipment company bearing his name and was a designer of customized golf clubs. Mitchell has constructed, designed and re-designed some 200 golf courses in the United States and Canada and is currently building Quintado Lago CC in the Algarve, Portugal.

PRO GOLF CLASSICS TO BE HELD AT "BIG G"

WHITE PLAINS, N.Y.—Four \$20,000 tournaments will be held at Grosinger's G & CC, Liberty, N.Y., this spring, starting in mid-May and ending the middle of June. First prize for each tournament winner will be \$3,500, and there will be 50 money winners. Entry fee is \$1,250, which includes green fees, golf cars and buffet lunches for all four tournaments.

The scheduling of these tournaments will not conflict with any scheduled PGA Section tournaments in the Northeast, according to Professional Golf Classics, Inc. The events are particularly aimed at young touring and club pros.

For information, write: Professional Golf Classics, Inc., 381 Dobbs Ferry Rd., White Plains, N.Y. 10607.

USGA UPS U.S. OPEN PRIZE MONEY

NEW YORK—*The United States Golf Assn.* held its 79th Annual Meeting here at the Biltmore Hotel on January 27 where it was announced that this year's prize money for the U.S. Open, to be played at Oakmont (Pa.) CC, will be increased by \$25,000 to \$225,000 and that the winner's purse will be increased by \$5,000 to \$35,000.

Gene Littler was presented the Bob Jones Award "for distinguished sportsmanship in golf." The award was accepted for Littler by Isaac B. Grainger, a former USGA president.

Lynford Lardner Jr. of Milwaukee was elected to a second one-year term as president. Other officers, all re-elected, were: *Harton S. Semple* and *Lynn A. Smith*, vice presidents; *Edward L. Emerson*, secretary, and *Harry W. Easterly*, treasurer.

Next year's meeting, it was announced, will be held at the Biltmore on January 26.

continued on page 78

Neither rain, nor sleet, nor snow...



can keep the Otis from its appointed rounds.

Oh those avid golfers! When they get it in their blood to play a round or two, the last thing you want to do is tell them they're going to have to walk.

The Otis makes sure no one has to walk. Our rugged car combines an all-weather Cyclocac[®] body with 36 volts of hushed power and a virtually noise-free hypoid drive.

Automotive-type steering and four-wheel, wide-track stability will carry your golfers in secure comfort all day long. And when it's time to stop, our new drum-type braking system will ease the car to a controlled halt.

The Otis abounds with creature comforts. Like

individually adjustable vinyl seats with built-in storage pockets, on-deck refreshment holders, an accessory storage well, and an instrument panel that provides instant fingertip access to all controls.

Sound like quite a car? It should be, after all we pioneered the development of electric golf cars over 20 years ago. Write or call for our brochure containing all the details today. Incidentally, snow tires are an extra cost option.

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Photographed at the Edgewood Tahoe Golf Course adjacent to the Sahara Tahoe Hotel

USGA SETS THE STANDARD

NEW YORK—*The United States Golf Assn. Green Section Conference* on golf course management was held here on January 26 at the Biltmore Hotel.

Marvin Ferguson, of Bryan Tex., was presented the Green Section award for his distinguished service to the turfgrass industry.

Presentations on the theme, Turfgrass Management, provided useful information for the some 350 superintendents who attended. Topics included: preparing a course for tournament play, organization and management of the labor force and nutrient application and turf physiology.

Joseph C. Dey Jr., commissioner of the Tournament Players Div., Professional Golfers' Assn., counseled attendees on what is expected on a tournament course. He prefaced his remarks by saying that championship courses are not chosen from courses that must be completely overhauled.

He stressed that major championship courses must be laid out with an evenness in their degree of difficulty and have continuity from course to course to prevent a set-up that favors one player's strength and exploits another's weakness. He favors courses that require players to use every club in their bags.

He advised superintendents to take full advantage of Green Section agronomists, who are made available to course superintendents as counselors.

Among the specifications for producing championship turf, set out by Commissioner Dey were: that grass on tees should be firm, level, and one-half inch in length; close-cropped fairways; putting greens, firm and clean, three-sixteenths-inch grass length, with positioning of hole done on day of play so that weather does not ruin a hole the night before the tournament; the hole should be five paces from any edge of the green and should not be tricky or steep within a three-foot radius of the flag. Dey cautioned

superintendents that, although it is not a desirable practice to limit watering of greens, from the standpoint of healthy turf, it is important that championship greens be as dry as possible; roughs should have a collar of two inch grass tapering to five inch grass; sand should be added to bunkers three months before a championship tournament to allow it to settle, and bunkers should have no steep lips on the rear; practice areas should be kept in the same manner as the course to simulate actual playing conditions; out of bounds should be painted on the ground or marked with large white stakes, with short stakes or painted lines to mark water hazards; the edges of car paths must be clearly defined; tee markers should contain helpful information, such as whether the course is fast or slow.

A distinguished panel presented helpful guidelines on the organization and management of the labor force. The discussion included such topics as what to look for in reviewing a pension plan in light of increased role of Social Security in retirement programs.

The panel also evaluated the effectiveness of college graduates as assistant superintendents. There were differences of opinion on this point with some saying training graduates was ineffectual, because they generally are learning the job for the first year or two and then move on to head superintendent positions, leaving the superintendent who trained them with another teacher-student cycle.

Another point of discussion was the relationship of grounds maintenance to the over-all budget. At the average 18-hole course, it was estimated that grounds maintenance should amount to 16 per cent and labor 11 per cent.

During the question and answer period the query was raised about the effectiveness of the mechanical trap rake. The panel said the rake had wide acceptance, but that users must avoid over raking (once or twice a week is good), which results in soft sand.

Although some attendees complained that presentations were too general, it was widely agreed that the conference provided much beneficial information.

FERGUSON RECEIVES GREEN SECTION AWARD



NEW YORK—Marvin H. Ferguson, of Bryan, Tex., has been named the recipient of the United States Golf Assn.'s 1973 Green Section Award for distinguished service to golf through work with turfgrass. Dr. Ferguson's contributions in the field have been varied and important over three decades.

Since 1968, he has been president of Agri-Systems of Texas, a firm engaged in consultation work and the design of golf courses. He also is a consultant for GOLFDOM.

As a young man, his work at the USGA Green Section in Arlington, Va., helped to establish the usefulness of arsenical materials for herbicidal purposes and resulted in the recognition of thiram as an effective turf fungicide. Later he was responsible for deciding which of hundreds of grass selection should be saved and moved from the Arlington Turf Gardens to the United States Department of Agriculture Plant Industry Station in Beltsville, Md.; one of the five bluegrass strains saved was later released as Merion bluegrass.

Dr. Ferguson's work at Texas A&M University, where he was a professor of agronomy for 15 years, was vital in the evolution of the USGA Green Section Specifications for Putting Green Construction, which rely heavily on his contention that matters of permeability and pore space distribution, together with the employment of textural layers to take advantage of soil-water movement phenomena, are vital criteria for evaluating putting green soils.

Dr. Ferguson succeeds Herb and Joe Graffis, co-founders of GOLFDOM, as recipient of the Green Section Award.



Chix^{*}

TEE TOWELS

For Ball Wash Stands

- SIZE: 14" x 24" heavy duty with brass grommet
- COLOR: Green stripe on white
- PUT-UP: 200 per case bulk
- WEIGHT: 10½ lbs.

MADE BY A HIGH SPEED TEXTILE PROCESS

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Appearance and Texture of a Woven Fabric

NO EXPENSIVE LOSSES

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For Golf Towels . . . TURN PAGE →

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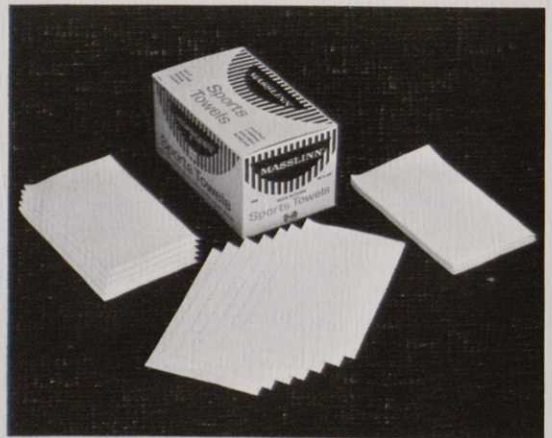
Attention _____

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USERS' COMMENTS

"A reduction in over-all cost, comparing the cost of your towel against the cost of washing the conventional towel, plus the customary losses. . . ."

"Your towel is a one-time towel. No need to keep after the members about returning the conventional towel to the locker room after they play a round of golf."



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