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Tests at Michigan State University, using both a wheel and sled, rated Manhattan best for wear tolerance over the other fine leaved perennial ryegrasses tested.

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▪ **Cutability . . .**

Cutability tests at the University of California, Davis, placed Manhattan number one in cutability of the popular varieties of fine leaved perennial ryegrasses tested.

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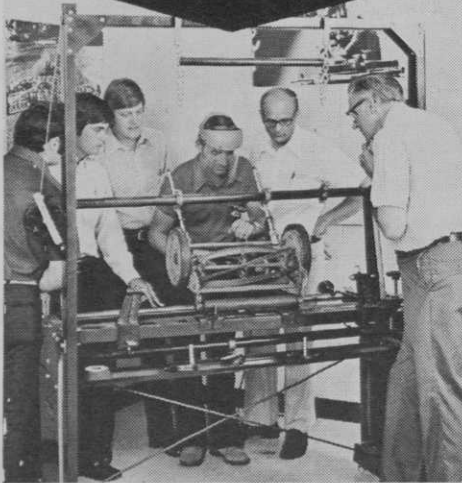
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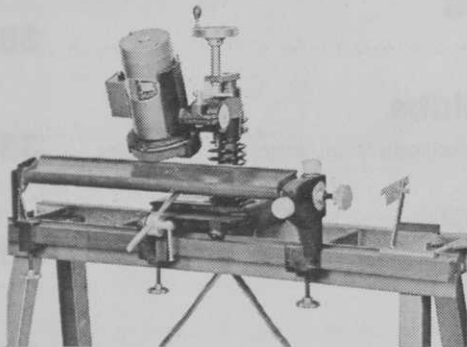
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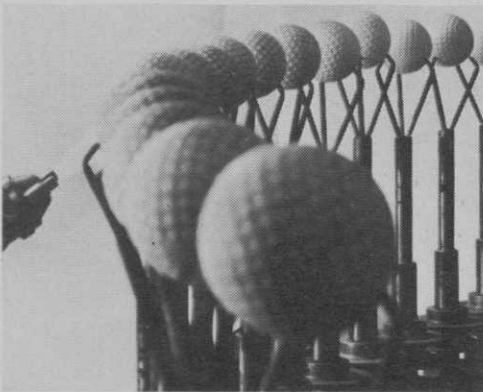
The old pro

Ball tests fall short

Considering various brands, covers, and compressions, the typical well-stocked pro shop has from 16 to 22 different balls for sale.

Yet outside of personal feeling, general sales talk, custom, and gossip, there is little evidence to determine the fitness of any particular ball for any of the various types of players. The exception may be for tests made by the hard-hitting experts.

The USGA with all its concern about the golf ball doesn't seem to have done any testing about compression, types of cover,



and other construction elements of balls hit by the clubhead speeds of the A,B,C, and D groups of men and women amateurs. Yet these people, neglected by the USGA tests and with very little publicized data by ball manufacturers, constitute over 90 percent of the golf ball buyers and users.

The detachment of the USGA and ball manufacturers from the elementary education of most of the golf ball market has accounted for a tremendous growth in use of private brand balls, some of which may be next to worthless.

Others may be the top quality of a maker's line, but for marketing reasons, not under the maker's name.

Players with a handicap of 20 or higher don't hit the ball with consistency. They need all the help they can get in choosing a golf ball that fits their kind of swing when this happens to be good. What official tests are there for the guidance of these ordinary golfers? You tell me.

The amount of cut-price golf balls now sold is high because the lack of actual performance records of golf balls for any users except pro stars seems to indicate that a golf ball is a golf ball; nothing else. The lack of golf ball tests for various types of golfers is the soft spot in a remarkably fine job of merchandising and cost control by ball makers.

The USGA concentration on control of distance a ball can be hit by the experts is for the general good of golf, although the golf ball market area is small.

However, this subject doesn't worry 90 percent of golfers who never will hit the ball too far anyway.

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Idea file

Phony traffic tickets increase course play

The fledgling, nine-hole Holiday Golf Club in Olive Branch, Miss., attracted golfers to its course by placing 3,000 coupons on the windshield of cars parked at the Danny Thomas Memphis Classic this summer. The coupons, however, looked identical to traffic tickets, meaning just about each person read them. Each ticket carried a "penalty" of one free round at the course during June.

Pro Vince Alfonso said the promotion worked extremely well. Ten persons showed up the next day and 400 during the month. He said about 200 returned to play future rounds and half of those are steady customers.

The phony citations were the same color and size as real tickets handed out by the local police department. Phrases such as "lakeside clubhouse" were substituted in the space which normally lists different traffic offenses.

Wool shields workers from cold weather

Wool traps warmth, sheds water, and can save energy, says Marlene Odle-Kemp, clothing specialist with the Texas Agricultural Extension Service.

"Unlike other fibers, wool has a natural crimp which holds air in the fabric and provides a warm insulation, so wearing many thin layers of wool clothing traps more air and gives even more warmth," she says.

The fabric will shed normal amounts of water, but a heavy rain will be absorbed by the wool, she said.

Cost of letters rises; PGA cuts paperwork

Owners and golf organizations who feel they are spending too much money on mail should consider a finding by the National Secretaries Association; that the cost of a business letter is estimated at between \$4.00 and \$4.25.

The Professional Golfers' Association, at their annual business meeting in Seattle, voted to do away with letters releasing a member from his old Section when he accepts a job in another Section. They have also stopped requiring persons who pay their dues late from writing a letter explaining their tardiness. PGA officials believe the moves will save about \$5,000 in postage costs.

Lawyer, university will aid estate plan

Purchasing insurance is one of the best ways to offset inheritance taxes, says Dan Taggart, owner of the Arlington Community Club in Arlington Heights, Ill., who got a \$150,000 bill from the federal government when his father died.

Taggart says golf course owners should set up an estate plan and begin by contacting an attorney. Persons without a lawyer who specializes in this area should call their local bar association, he said.

Persons in the Midwest may also call the Cooperative Extension Service at Michigan State University for further information.

Some improvements aren't tax deductible

David Walker, an auditor with the Internal Revenue Service in Racine, Wis., offers these reminders to owners and clubs improving their course:

The construction costs for greens and tees or pipes and valves in underground water system are not deductible from federal taxes. However, the maintenance costs for tees and greens can be deducted and the expense of an electric water pump and portable sprinklers are covered by the government's 10 percent investment tax credit.

Walker also reminds owners that a golf professional is only considered an employee if the employer is paying social security taxes for that person.

Waiters must know how to prevent choking

A person with food lodged in their throat will die of strangulation in 4 minutes. To help prevent food choking, Oregon has passed a law requiring persons who serve food to be trained in the Heimlich Maneuver.

This involves placing a fist against a victim's abdomen just above the navel and below the rib cage, then pressing the fist forcefully into the abdomen with quick, upward thrusts. This compresses air in the lungs and expels the object.

California does not have a law requiring training, but like Oregon, protects a trained person from liability. About 10,000 persons in California's Riverside County are trained and they say 52 lives have been saved by foodservice personnel and others.

Restaurant dining up to 36% of income

People spend 36 percent of their food dollars away from home and the amount is increasing, according to Douglas Hoffer, market research director for the Florida Department of Citrus.

The finding was made earlier this year at the Newspaper Food Editors Conference. The Wilson Foods Corp. also predicted at the conference that Americans' eating habits will follow two trends in the future: they will eat convenience foods, deli and fast foods, and frozen meals during the week, with more people eating alone, and people will entertain guests with elaborate meals in their homes during weekends.

Air-sea golf vacations to South America

Golfers can take advantage of three air-sea vacations in Columbia and Ecuador, including deluxe hotel and country club accommodations, unlimited use of tennis and golf facilities, most meals, sightseeing, and a ship cruise.

A 17-day program with visits in two Columbian cities, 4 days on Quito, Ecuador, and a nine-day cruise to Los Angeles costs \$1,033 plus airfare. A more expensive package includes a 10-day cruise from Los Angeles to Cartagena, Ecuador, visits to Medellin and Bogota, and a flight home.

The Columbian package is 14 days, with 4 days at Medellin Club Campestre and 3 days in Bogota. The cruise to Los Angeles is 7 days and cost is \$819 without airfare. Contact Prudential Lines in San Francisco or Caltur in San Clemente for further information.

Good mechanic means steady customers

Frank Jemsek owns 700 golf cars at the St. Andrews Country Club in Chicago and recommends that daily fee owners employ a good repairman if they want to earn money from their vehicles.

"A good mechanic for cars at our course is probably our best advantage to someone playing at our course over another," he says.

Jemsek also said his cars received significant damage during group outings until he instituted a new course rule: no alcoholic beverages or coolers allowed when the cars are on the course.

Owner opens course to juniors after school

Bill Howard, owner of the Saskatoon Golf Course in Grand Rapids, Mich., lets 80 youngsters play on one nine of his course during 5 hours each Monday afternoon after school. The only charge is \$1 per round. "I hope they'll be my golfers in 1985," he says.

A National Golf Foundation study shows Howard is planning wisely for the future. The group says people between ages 25 and 44 will constitute the most persons in the United States by 1990.



Some golf courses have more water hazards than they need.

You thought you were installing a sprinkler system. But now, you're the only course in town with a water hole on every fairway. Bordered by a swamp that's bordered by a bog.

So you reset all the controllers and hope for the best. Then you discover that *was* the best.

The next best is beige-colored greens so hard you can dribble a golf ball on them.

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Like the water bills you get, because your controllers can't tell time very well.

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Big news fr

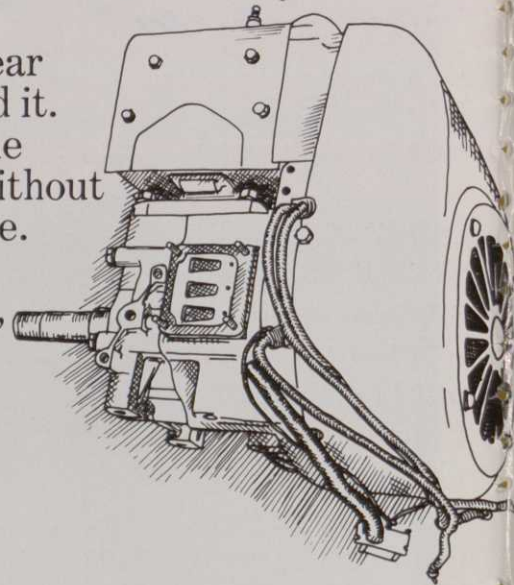
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E-Z-GO means performance. For over two decades, E-Z-GO has engineered and crafted the world's finest golf car. Yet we continually strive to make the industry's standard of excellence better.

Take our much improved E-Z-GO gasoline model as a case in point. It's got a big 244cc air cooled engine, delivering more power and over 30% better gas mileage than the competition. Automotive type

rack and pinion steering for more positive handling. A dual wheel brake system for safety.

This year we've improved it. We've upped the performance without upping the price. In our book, that's big news, more for less.

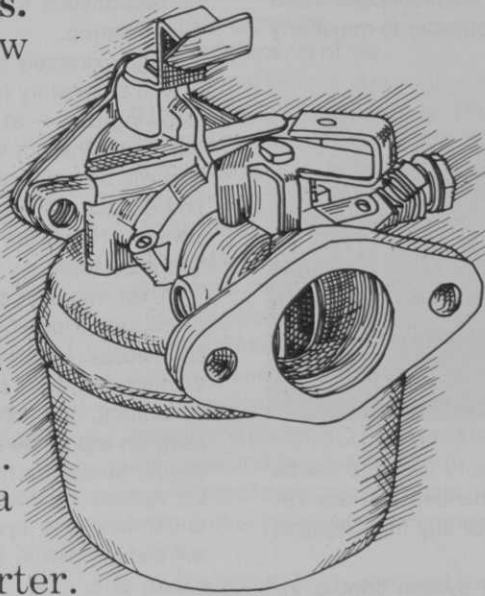


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The quality of a golf car is equal to the quality of its parts.

We've added a new improved carburetor. It's a float-bowl, fixed jet model requiring no adjustment. This system is more efficient, evening out the flow of fuel to the engine. Couple this with a vastly improved governor and starter.

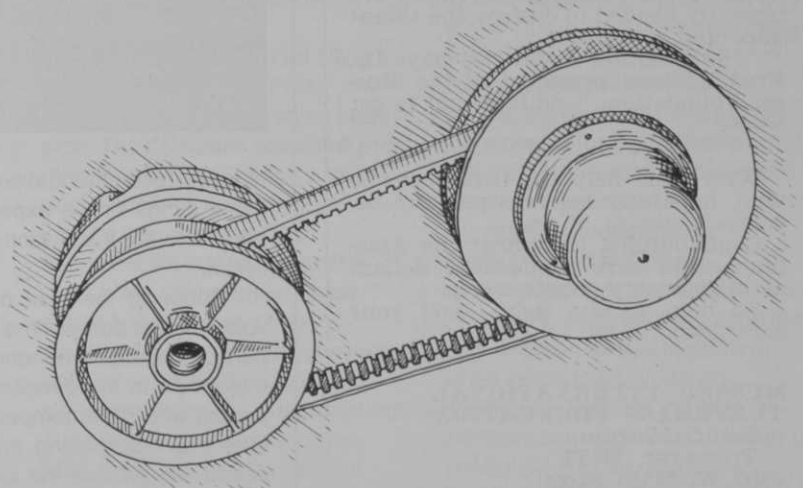


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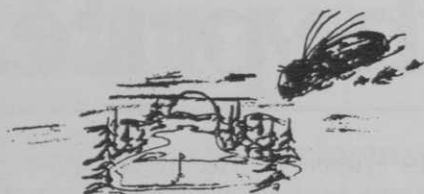
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IT'S WAR



The Ataenius Beetle attacks by night leaving golf courses battle scarred in their wake.

No turf or course is immune to assault and the right chemical to dispose of the Ataenius effectively and legally is still being researched.

The cost to a golf course chosen as an attack site can be phenomenal, the damage devastating. As in any declared war, emergency funds are urgently needed to destroy the threat once and for all.

"The situation is serious," says Dr. Fred V. Grau, president of the Musser Foundation, "and is bound to get worse."

With your help the battle can be won, hopefully before your turf becomes a victim of war.

Contributions to combat the Ataenius could save millions of dollars of unnecessary repair work.

To help in the fight, send your contributions to:

MUSSER INTERNATIONAL TURFGRASS FOUNDATION:

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Treasurer, MITF
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Palos Park, Illinois 60464
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THE MUSSER INTERNATIONAL TURFGRASS FOUNDATION

of the H. B. Musser
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A golf superintendent

On installing automatic irrigation

Starting in February 1977, the Kelowna Golf & County Club had installed a fence-to-fence automatic irrigation system covering approximately 100 acres. The system consists of 578 full-circle and 64 part-circle heads set at 90-foot triangular spacing.

This article is not a recommendation for any manufacturer's product or any type of irrigation system. There are too many determining factors, especially local conditions and persons involved, for an outsider to make any



blanket recommendations. I want to relate some things I have experienced that are important to the installation of any turf irrigation system.

Choosing the type of system should involve a great deal of time and research on the part of the superintendent, if he is to play a major role in the decision. He should talk to people who have comparable systems to ensure that the spacing and nozzle sizes proposed will provide the coverage desired. He should pay particular attention to the effective coverage in areas where heads do not overlap. I have found that this coverage is not as good as was expected.

Don't always take a salesman's word as gospel truth, especially when it comes to the downgrading of a competitor's product. It has been my experience that many derogatory comments are based on hearsay or concern a product that has been improved upon. Remember, you have to live with the system you buy. If it is not satisfactory — it is YOUR problem.

Now you have made your decision, and by some stroke of luck purchase of the system has been approved. Great — it's all downhill from here.

Are you kidding? Things are just starting to get interesting. First, you have your sheds cleaned out so that you can store hundreds of boxes of wire, fittings, sprinklers, controllers, etc. Then you have to get your equipment working well so the irrigation contractor can use it all.

The installation is about to start. It is my opinion that there should be at least four experienced people on the job fulfilling the following responsibilities:

A. The general contractor should coordinate the entire job, directing crews and

machinery, making sure that materials are in the right places at the right time.

B. One experienced person should be responsible for the laying of pipe, wire, and/or control tubing.

C. Another person should take charge of gluing pipe, flushing the lines, assembling swing joints, and putting on the heads.

D. The other experienced person should be responsible for the setting of heads and total cleanup.

It is extremely important that any pipe put in with a vibratory plow be rolled down by the following day — at the latest. If the soil dries out at all, the cut will not roll down properly and will be noticeable for a long time. This is one aspect of the project that the superintendent must be aware of, and he should demand that it be done.

If an irrigation consultant is retained, then of course it lessens the superintendent's responsibility. However, he should always keep in touch with what is happening. If there is no consultant, then the superintendent should keep on top of the installation at all times. He should familiarize himself with every aspect of the system. By doing this, he will much better understand the system. This understanding will benefit him in the operation and maintenance of it.

Now comes the pump station. What! No one mentioned pumps? What good is your body without its heart? Now I am exaggerating, but too often not enough attention is paid to the pump station. Pumps are the lifeblood of the system. Make certain they will operate completely automatically and have the necessary safety controls and antishock and hammer valves. Capacity can also be a problem. Confirm with everyone involved that the pumps can comfortably handle the maximum gallonage the system requires. If you can envision adding to the system, try and make allowances for it at the pumphouse. It is much cheaper to put in bigger pumps originally than to change things later on.

An automatic irrigation system — if designed, installed, and operated properly — is of great benefit to the golfer, golf course, and superintendent alike. If one of these three things is lacking, it becomes a major headache. It takes a lot of time and effort on the part of the superintendent to coordinate everything and sell it to the golf club. The installation and initial programming are also extremely time consuming. Any superintendent on the threshold of such a project should be prepared to spend many months of long days and nights at the golf course.

If everything is done well, however, the end result will be well worth it.

This column by Ashley Legeyt, superintendent at Kelowna G&CC in British Columbia, is reprinted with permission from The Greenmaster, publication of the Canadian Golf Superintendents' Association.