

ACTI-DIONE®

STILL YOUR FIRST CHOICE FOR A TURF DISEASE CONTROL PROGRAM.

NO. 1 FUNGICIDE CHOICE

Acti-dione has an established record of performance on greens and fairways. In continuous use for more than 20 years, Acti-dione has earned an untarnished reputation for reliability. Widely respected for its broad spectrum activity, Acti-dione is a leading choice as a pivotal fungicide in a total disease management program.

COSTS LESS, TOO

Acti-dione is the most economical fairway fungicide program available today and equally accepted for use on tees and greens.

WORKS ON CONTACT

Acti-dione, a contact fungicide, eradicates as well as prevents many turf diseases. Regular application protects greens and fairways year-round.



TUOCO

Division of The Upjohn Company

NO DISEASE RESISTANCE BUILDUP

Acti-dione continues to work effectively, with no reported evidence of resistance buildup. It degrades quickly and is environmentally sound.

NON-CONTRIBUTOR TO THATCH BUILDUP

Acti-dione ingredients do not interfere with beneficial bacteria necessary for thatch breakdown.

WATER-SOLUBLE

Acti-dione is easy to mix and keep in suspension, gives uniform coverage, and is compatible with most commonly used fungicides and insecticides.

PROXOL® FROM TUOCO CONTROLS GRUBS

Proxol 80 SP insecticide wipes out grub problems along with sod webworms, cutworms and armyworms.

Cloro-Spray Corp., 475 Beaver St., Bristol, PA 19007

Booth 2125

Edward J. Sanson, Vice President Sales, Frank Paladino, Sales representative, and Alan Eisen, Sales representative, will be in the booth exhibiting Dew Down Extra wetting agents, Ferro-Spray Plus liquid fertilizer with iron chelate, No-Wilt to prevent excess moisture loss, Stik-It spreader sticker, and other products.

Circle 257 on free information card

Diamond Shamrock Chemical Co., 1100 Superior Ave., Cleveland, OH 44114

Booths 2206, 2208

Dick Urbanowski, Tom Cherry, Jerry Pauley, Gary Stewart, Bob Peterson, Ted Kabat and George Chism will be in the booths exhibiting Daconil 2787, Dacthal, and Dacamine.

Circle 258 on free information card

Dotech, Inc., P.O. Box 3322, Charlotte, NC 28203

Booths 1832, 1931

Herb Thrower and Bill Dooley will be in the booths exhibiting Hertron, a diamonite reel lapping compound.

Circle 259 on free information card

E.I. DuPont de Nemours & Co., 1007 Market St., Wilmington, DE 19898

Booths 1714, 1716

C.D. Boykin, A.D. Hobbs, P.R.

Kolb, G.R. Olmstead, N.J. Wenning, R.M. Wilhelm, and R.R. Young will be in the booth exhibiting Tersan 75, Tersan 1995, Tersan LSR, Tersan SP, and Tupersan.

Circle 260 on free information card

Dow Chemical U.S.A., Ag. Products Dept., 9008 Dow Ctr., Midland, MI 48640

Booths 2514, 2516

L. Berra, C. Beckwith, D. Hendershot and J. Watkins will be in the booths exhibiting Dow's Dursban 2E and 4E, and Formula 40, 2,4-D amine.

Circle 261 on free information card



Elanco Products Corp., 740 S. Alabama St., Indianapolis, IN 46285

Booths 1719, 1721

Bolton Jones, H.P. Riddell, Dan Lynch, and Jack Laurin will be in the booth exhibiting Surflan, Balan, Treflan and the new Treflan 5G dispenser box.

Circle 262 on free information card



Estech General Chemicals Corp., P.O. Box 1996, Winter Haven, FL 33880

Booth 4, 606, 608

I.B. Stacy, D.C. Hoffmeister, E.E. Bredeson, R.A. Doyle, D. Miller, K. Quandt, B. Rehberg, R. Tyhsen, B. White and R. Yount will be in the booths exhibiting Par ex IBDU fertilizers.

Circle 263 on free information card

Mallinckrodt, Inc., P.O. Box 5439, St. Louis, MO 63147

Booth 910

Nick Clifford, Cecil Kerr, John Birk, Jack Magnus, Dave Godke, and Dave Bolhman will be in the booth exhibiting Duosan, Auragreen, Cadminate, Calo-clor, Fungo 50, Koban 30, Kromad, Po-San, Pre-San, Phiramad, Trex-San, Vitalon and Spray-Hawk sprayer.

Circle 264 on free information card

Mobay Chemical Co., Ag. Chemical Div., Hawthorne Rd., P.O. Box 4913, Kansas City, KS 64120

Booths 917, 919

Forrest St. Aubin, Fred Schmidt and Bob Hughes will be in the booth exhibiting Sencor herbicide, Namacur insecticide/nematicide, and Bayleton, a new fungicide. See advertisement, page 28A,B.

Circle 145 on free information card

Monsanto Co., 800 N. Lindberg C3SE, St. Louis, MO 63166

Booth 501

Ed Jordan, James Samis, Dan Donahue and Virgil Kingrey will be in the booth exhibiting Roundup. See advertisement, page 19.

Circle 124 on free information card



National Chemsearch, P.O. Box 2170, Irving, TX 75061

Booth 701

Marvin Holtzman, Larry Bernat, Bert Rosenthal, Jim Beaudry, Dan Susman and Russ Fishman will be

in the booth exhibiting maintenance chemicals.

Circle 265 on free information card

P.B.I./Gordon Corp., 300 S. 3rd St., Kansas City, KS 66118

Booths 2417, 2419

George Walter, A.T. Pambechy, Paul Jones, Willis West, Al Lanoie, and Jack Doyle will be in the booth exhibiting Trimec, Trimec 352, Betamec-4, Dymec 50, Mecomec 2.5, Amine 2,4-D, Vegemec, Formec 80, Carbamec, Aqua-Zorb, Exhalt 800, Exhalt 4-10, and Adjumecc.

Circle 266 on free information card

Pratt-Gabriel Div. Miller Chemical & Fertilizer Corp., 204 21st Ave., Paterson, NJ 07509

Booth 1729

Henry B. Pratt, Ted Whitmore and Andy Andrasko will be in the booth exhibiting turf insecticides and fungicides and Miller's new Hot Sauce animal repellent for deer, rabbits, and field and meadow mice.

Circle 267 on free information card

R & R Products, Inc., 3334 E. Milber St., Tucson, AZ 85714

Booths 1617, 1717

Roy H. Rogers, Tom W. Rogers and Donald Rogers will be in the booths exhibiting their line of turf equipment replacement parts.

Circle 268 on free information card



Rhone Poulenc Chemical Co. Agrochemical Div., P.O. Box 125, Monmouth Junction, NJ 08852

Booths 2026, 2028

Irwin Fishkin, Spence Cohen, Yves Perret, Sam Horst, Jim Turner, Aden Francis and Fred Whitcomb will be in the booth exhibiting Chipco 26019, Chipco Ronstar G, Chipco postemergent herbicides and Chipco Microgreen Liquid.

In addition, there will be a drawing each day of the show for two solar-powered clocks (sun dials).

Circle 269 on free information card

Shirley Baynard, Inc., 2648 Lithonia Ind. Blvd., Lithonia, GA 30058

Booth 2227, 2229

Mike Baynard, Vice President, will be in the booth exhibiting the Port-A-Lab, Field Diagnostic Laboratory.

Circle 270 on free information card



Stauffer Chemical Co., Nyala Farm Rd., Westport, CT 06880

Booths 2306, 2308

Herbert M. Day, Ernie Koch, Gene Allen, and David Chapman will be in the booth exhibiting Aspon, Betasan, Captan, Devrinol, Eptam, Folpet, Imidan, Sevin and Vapam.

Circle 271 on free information card

The best retirement present your company can give is some good advice.

Tell your employees about Direct Deposit. It's a way to get their Social Security or Government payments sent straight to their personal checking or savings accounts.

Help educate your employees about this terrific Government service with a Direct Deposit familiarization program, pay envelope stuffers or your office newsletter. There's no better gift than peace of mind.



Ad Council
A Public Service of This Magazine
& The Advertising Council

Introducing the Front Line.TM The first mower built tough enough to be a Cushman.

There's a good reason why Cushman has been around for such a long time: We build equipment that lasts a long time.

And that's never been more obvious than with our new Front Line rotary mower.

Built for keeps.

The Front Line's 72" mower deck is made of 12-gauge carbon steel, reinforced and arc welded. It has a multi-disc PTO clutch, direct drive to the deck gear box with a sealed and lubricated shaft drive. The hydrostatic transmission is driven by two continuously engaged "A" section belts with self-adjusting tension.

There's no need to worry about overloading the Front Line's engine. The combination of our high torque engine and specially designed mower deck allows you to mow tall weeds and fine grass.

Superior performance.

The Front Line's cut in fine grass is so smooth, you won't believe it was made with three separate blades. That's because the blades overlap 1 1/2" to reach every inch of grass in the full 72" swath. Also, the cutting height is adjustable to eight positions, from 1" to 4 1/2" in half-inch increments.

Operating the Front Line couldn't be easier. With individual front wheel brakes, and wheel-type steering controlling a single rear wheel, you get tight maneuverability and better control on varying terrain.

The Front Line's mower deck makes your job easier, too.

It extends more than a foot to

one side, so you can trim right up to fences or trees. And it lifts hydraulically for transport over curbs. What's more, a large capacity fuel tank lets you work up to 6 hours between refills.

100% Cushman.

Most rotary mowers use engines built by outside suppliers. Not the Front Line. Its 18-hp, air-cooled engine is all-Cushman. So is the differential. And the PTO drive. Which means all parts and service are provided by your Cushman dealer.

Send us this coupon today, and we'll tell you more about the new Front Line: The only mower built Cushman-tough. 80-CUT-5



YES, I want more information on the new Front LineTM rotary mower. Prove to me that it really is tough enough to be a Cushman.

Name _____

Title _____

Address _____

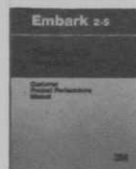
City _____ State _____

Zip _____ Telephone _____

CUSHMAN[®]

2050 Cushman, P.O. Box 82409, Lincoln, NE 68501

The Front Line.
Tough enough to be a Cushman.



3M, Agriproducs, 3M Center, 223-6SE, St. Paul, MN 55101

Booths 2228, 22230

Tom Gerlach, Paul Marrs and Jim Whitehead will be in the booths exhibiting Embark Plant Growth Regulator.

Circle 272 on free information card



TUCO, Div. of The Upjohn Co., 7000 Portage Rd., Kalamazoo, MI 49001

Booths 503, 505, 507

Gene Asken, Bob Cooper, Buzz Lewis, Jim Lipari, Don Maske, Dr. Joe Neidbalski, Dave Sylvester, Russ Tiller, Jerry Welch and Bob Yarborough will be in the booth exhibiting Actid-dione fungicides and Prexel insecticides.

In addition, the TUCO turf scholarship award recipients will be in the booth.

See advertisement, page 41.

Circle 126 on free information card

Velsicol Chemical Corp., 341 E. Ohio, Chicago, IL 60611

Booths 2202, 2204

Larry Carls, Ralph Schou, Bill Birkner, Bill Bontgos, Ben Williams and Harry Pranger will be in the booth exhibiting Banvel and distributing Banvel coupons.

Circle 273 on free information card

Joseph S. Finger & Associates, Inc.

**Golf Course Architects—Planners
Club House Consultants**

KEN DYE, Jr.

BAXTER SPANN

**BYRON NELSON
DESIGN CONSULTANT**

11601 Katy Freeway
Suite 103
Houston, Texas 77079
AC 713-497-4956

National Golf Foundation
National Society of
Professional Engineers



Circle 116 on free information card

Rakes

Glenmac, Inc., Box 1398, Jamestown, ND 58401

Booths 1129, 1131

Mac McPherson, Mike McPherson and Clifton Hill will be in the booths exhibiting the Harley Landscape Power Rake.

Circle 274 on free information card



North Central Plastics, Inc., Interstate 35 & Hwy 30, P.O. Box 248, Ellendale, MN 56026

Booth 725

Jon Berg and Albert Berg will be in the booth exhibiting their line of plastic products, including: Ezee Sand Trap Rake, Twist Tight, The Uni-Box, and The Gulper funnel.

Circle 275 on free information card



Kenyon Manufacturing, Inc., 1145 W. Barkley Ave., Orange, CA 92667

Booth 1127

Gary E. Sims and Susan M. Sims will be in the booth exhibiting Kenyon's line of rakes for every purpose.

All products will have a special show price with UPS charges paid for the professional user.

Circle 276 on free information card

Shelters



Game Time, P.O. Box 121, Ft. Payne, AL 35967

Booth 129

Jim Inman, Chuck Bergfeld, Ross D. Siragusa, Jr., and John R. Siragusa will be in the booth exhibiting Game Time's Linear and Octagonal Shelters.

Circle 277 on free information card

Soil test kit

The Ben Meadows Co., P.O. Box 80549/3589 Broad St., Atlanta, GA 30366

Booth 1026

Karl Hube will be in the booth exhibiting soil test kits and maintenance equipment.

Circle 278 on free information card

Seed



E.F. Burlingham & Sons, P.O. Box 217, Forest Grove, OR 97116

Booths 423, 425

Bob Peterson, Paul Florence, and Mark Sliger will be in the booths exhibiting Koket and Banner Chewings-type fescues, Birka, Bonnieblue, Majestic, and Sydsport Kentucky bluegrasses, and Belle Perennial ryegrass.

Circle 279 on free information card



International Seeds Inc., 820 First St., Halsey, OR 97348

Booths 1820, 1822

Harry Stalford, Product Manager, Dr. Jerry Pepin, Resident director and vice president, Jim Carnes, President, Bob Baker, Sales representative, Douglass W. King, and Jack Hertwig, Turf Consultant, will be in the booths exhibiting Astoria and Highland Colonial bentgrass, Emerald, Penncross, Penneagle and Seaside Creeping bentgrass, Canada 1, Cascade, Checker, Covar, Ensylva, Highlight, Oregon Chewings, and Pennlawn Fine fescues, Adelphi, Arista, A-34, Baron, Noble, Fylking, Glade, Merit, Merion, Newport, Park, Ram I, Reubens, Scenic, Vantage, 98/90, and 85/80 Kentucky bluegrasses, Derby, Elka, Ensporta, Hunter and Linn Perennial ryegrasses and Sabre *Poa trivialis*.

In addition, International Seeds will be passing out the morning newspaper to the major conference hotels.

See advertisement, page 49.

Circle 109 on free information card

Jacklin Seed Co., Div. of Vaughan-Jacklin Corp., Route 2, Bix 402, Post Falls, ID 83854

Booth 303

Ray Perry, Jacklin Seed Co., and Sky Bergen, Vaughan's Seed Co., Bound Brook, NJ, will be in the booth distributing information on bluegrass and some ryegrasses.

Circle 280 on free information card



Lofts Pedigreed Seed, Inc., Chimney Rock Rd., Bound Brook, NJ 08805

Booth 215

Peter Loft, Chairman, Rich Hurley, Director of Research, and Vanessa Jensen, Assistant Vice-President, will be in the booth exhibiting Baron and Ram I Kentucky bluegrasses, Jamestown Chewings-type fescue, and Yorktown, Yorktown II, and Diplomat Perennial ryegrasses.

Circle 281 on free information card

Manhattan Ryegrass Growers Association, 1349 Capitol St. N.E., Salem, OR 97303

Booth 2301

Information on Manhattan Perennial ryegrass will be exhibited.

Circle 282 on free information card



North American Plant Breeders, 5201 Johnson Dr., P.O. Box 2955, Mission, KS 66205

Booths 82, 626, 628

Hank Bendorf, Hal G. Dickey, Dr. Milt Engelke, Steve O'Neill, and Jerry Stroud will be in the booths exhibiting Enmundi Kentucky bluegrass, Regal Perennial ryegrass, Checker Chewingstype and proprietary mixtures.

Dart boards will be distributed at N.A.P.B.'s booths.

See advertisement, page 27.

Circle 107 on free information card

The Hydrostatic Edge.

Here's a close look at the Underground's most efficient trenching system.

You're looking at the trencher design for the 1980's... the Case DH-series. Quite simply, no other underground equipment has a hydrostatic trencher drive like this one.

Total hydrostatics increase production, mean less maintenance. This revolutionary new trencher drive permits forward/reverse, and infinitely variable digging chain speeds. It lets you trench at any chainline speed... and still operate the engine at optimum RPM. Less lugdown... more economy... longer engine life.

Bi-directional prime movers with standard diesel engines add versatility and economy on job sites, too. Now you can mount attachments on either end to suit your specific needs. And for plowing, variable volume hydraulics let you perfectly balance ground speed and cutting vibrations to soil conditions.

The Case DH4, DH5 and DH7... the total hydrostatic trenchers ready for the next decade. All backed up with parts and service from J I Case. Check out the DH-series soon.

Trenchers by Case!

After 11 years of Case/Davis, the only change is in the name. And that's a very good sign!



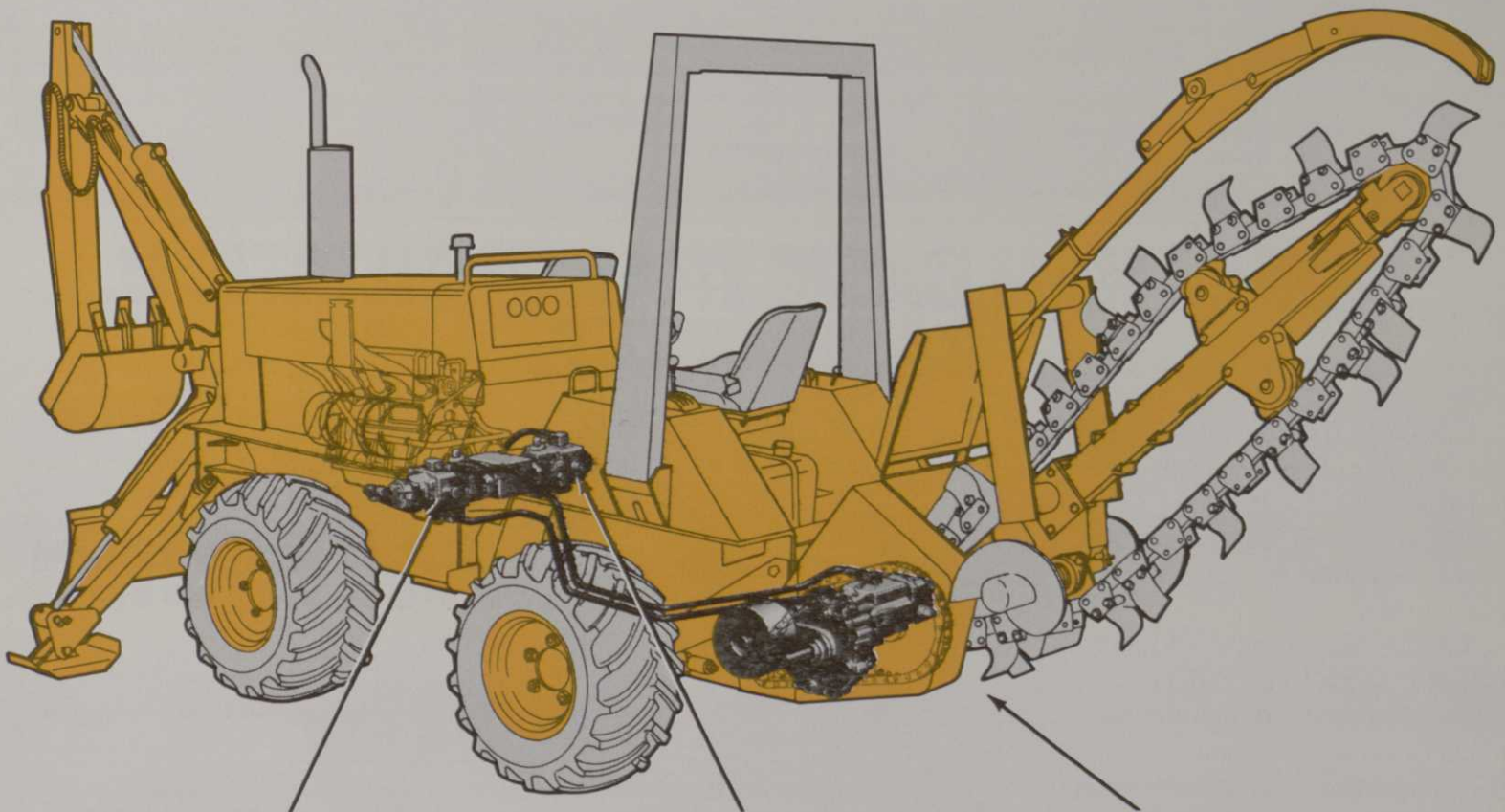
J I Case

A Tenneco Company



Light Equipment Division
PO Box 9228 Wichita, KS 67277 U.S.A.

HYD AD-1-280



A separate hydrostatic pump supplies power for the trencher and vibratory plow attachments, assuring a constant flow of oil for infinitely variable digging chainline and plow vibration speeds.

An identical hydrostatic pump powers the 4-wheel hydrostatic ground drive. It permits infinite ground speed control to maximum, and provides a perfect match to almost any soil condition, particularly important in trenching and line-laying work.

This new hydrostatic trencher drive features its own hydraulic motor, gearbox, and a unique new flywheel device to boost torque, make trenching smoother.

® *doing something about it.*





Northrup King Co., 1500 Jackson N.E., Minneapolis, MN 55413

Booths 1710, 1712

Jackson Tryon, Charles Croley, Sam Ellington, and Larry Vetter will be in the booths exhibiting Medalist, Southern winter overseeding blends.

In addition, Northrup King's "Riverboat Gamblers" will be dealing blackjack in the booths.

See advertisement, page 35.

Circle 105 on free information card

Oregon Fine Fescue Commission, 1349 Capitol St. N.E., Salem, OR 97303

Booth 101

Chewings-type and creeping red fescues will be exhibited.

Circle 283 on free information card



Oregon Highland Bentgrass Commission/Oregon Ryegrass Commission, 4093 12th St., S.E., Salem, OR 97302

Booth 1934

Wally Hunter, Promotion Manager, Bob Lierman and Doug Fisher, Highland Bentgrass Commissioners, and Everett Hunton, Gylan Mulkey, and Duane Hofer, Ryegrass Commissioners will be in the booth exhibiting Highland Colonial Bentgrass and Ryegrass.

See advertisement, page 22.

Circle 106 on free information card

Pickseed West, Inc., P.O. Box 888, Tangent, OR 97389

Booths 1620, 1622

Mike Robinson, Martin Pick and Tom Rewinski will be in the booth exhibiting their wares.

In addition, the Pickseed girl will be handing out key holders. Bring it to booth 1620 to see if you match up with the lucky numbers.

Circle 284 on free information card



Southern Turf Nurseries, P.O. Box 714, Tifton, GA 31794

Booth 304

Charles Nash, President, Ralph W. White, Vice President, Tim Bowyer, Vice President, Bill Wilson, Assistant Vice President, Gerry Millholen, Agronomist/Sales, and Don White, Technical Representative, will be in the booth exhibiting the sod, seed, sprigs, and services of Southern Turf Nurseries.

Circle 285 on free information card

Tee-2-Green Corp., 1349 Capitor St., N.E., Salem, OR 97303

Booths 401, 403

Buck Melton, Bill Rose, Dennis Shrewsbury, Scott Lamb, Don Hector, Terry Plagman, and Lester Estergard will be in the booths exhibiting Penncross and Penneagle Creeping bentgrass.

Circle 286 on free information card

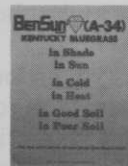
Turf Seed Inc., Box 250, Hubbard, OR 97032

Booth 531

Jay Glatt, Dr. William Meyer, Bill Rose, and Charles Mitchell will be in the booth exhibiting Columbia and Shasta Kentucky bluegrass, Citation and Manhattan Perennial Ryegrasses, Fortress Spreading fescue, and CDS Ryegrass blend.

See advertisement, page 2.

Circle 287 on free information card



Warren's Turf Nursery, Inc., 8400 West 11th St., Palos Hills, IL 60465

Booth 2329

Ben Warren and Walt Pemrick will be in the booth exhibiting BenSun (A-34) Kentucky bluegrass.

Circle 288 on free information card

Whitney-Dickinson Seeds Inc., P.O. Box 250, Buffalo, NY 14240

Booth 2327

John C. Glattly, E.R. "Swede" Townsend, and Jack Gaal will be in the booth exhibiting Manhattan and Pennfine Perennial ryegrasses.

Circle 289 on free information card

MORE THAN BASIC TRANSPORTATION. BASIC VALUE.

As a basic transportation vehicle, the Cushman Runabout has a lot going for it.

It'll move men, equipment and supplies around quickly and efficiently.

But the real value of a Runabout is that it has a large capacity pickup box that can handle payloads of up to 1,000 pounds. Three-speed synchromesh transmission, tow hitch and special tires that go easy on delicate turf. All standard. And Cushman's innovative Radial Frame design combines easy serviceability with a smooth ride.

You have two Runabout models to choose from: an 18-hp model that seats two, and an economical 12-hp model that seats one. Both engines are air-cooled and designed to be fuel stingy and ruggedly dependable.

What it all adds up to is basic value. A feature that the Runabout

shares with all Cushman vehicles. Ask your Cushman dealer for an on-turf demonstration today.

CUSHMAN®
The Labor-Saving Turf System.

2003 Cushman, P.O. Box 82409
Lincoln, NE 68501

80-cut-4



Circle 131 on free information card

Associations**American Society of Agronomy**

Booth 2730

American Society of Golf Course Architects

Booth 2133

Golf Course Builders of America, 725 15th St. NW, Washington, DC 20005

Booth 1935

The GCBA will be holding a President's dinner and program on golf course design and construction, Feb. 20. The dinner is open to the public.

GCSAA Historical Booth**GCSAA Poster Display**

Booths 1435, 1533, 1534, 1535, 1633

USGA Green Section

Booth 1133

Press**Golf Course Management Magazine**

Booths 1708, 1807

Government Product News

Booths 735, 833

Grounds Maintenance

Booth 2712

Harvest Publishing: Golf Business and Weeds Trees & Turf

Booths 1440, 1441, 1443

National Golf Foundation

Booth 2733

Turfgrass Times

Booth 117

Universities**University of Missouri**

Booth 2732

University of Nebraska

Booth 733

Southern Illinois University

Booth 635

Other exhibitors**Action Lawns, Inc.**

Booth 532

Ag-Rain, Inc.

Booth 2716

American Enka Co.

Booths 2633, 2634

Bernhard Export

Booths 534, 535

Brown Cullen Co.

Booth 2035

Ciba-Geigy

Booth 529

Crown Chemicals

Booth 302

Dewey-Carter Co., Div. of Letter All, Inc.

Booth 2130

Echo, Inc.

Booths 2530, 2532

Glenmac Inc.

Booths 1129, 1131

The Grasshopper Co.

Booths 114, 116

Green-Gard

Booths 2630, 2632, 2729, 2731

Griswold Controls

Booths 2629, 2631

Herrera Kirby Co.

Booth 2131

International Minerals & Chemical Corp.

Booth 2027

International Tire, Battery and Accessory Mktg.

Booth 1628

Kaaz America, Corp.

Booth 729

Lester Electrical of Nebraska, Inc.

Booth 1125

Lunde Mfg., Inc.

Booth 834

Maruyama Corp. of America

Booths 835, 933, 934

Mathews Co.

Booths 326, 328, 425

Olathe Mfg., Inc.

Booths 1018, 1020, 1022, 1117, 1119, 1121

C.W. Olson, Inc.

Booth 731

Peco Inc.

Booth 1428, 1430

Pri-Lab Industries, Inc.

Booth 119

Spangler Mfg. Co.

Booth 121

Umapine Oregon Nurseries, Inc.

Booth 2033

Whitney Associates, Inc.

Booth 1135

Why Red Cross CPR training is good for your business...

Take it from Andy Machak, automotive electrical plant foreman: "I'm alive today because a fellow employee was trained in CPR."

"Cardiopulmonary resuscitation training was one valuable asset that day. I got caught in some heavy machinery at the plant and blacked out."

"They told me later it took six guys to free me. I wasn't breathing. My heart stopped. One of the guys, Don Guarino, said, 'I gotta try anyway.'"

"Thanks to his CPR training, he revived me - saved my life."

"Since that happened I realize that no employee is immune from heart attacks or accidents, and a few CPR-trained employees - maybe one for every 50 people - can make the difference between life and death."

Call your Red Cross Chapter and find out about CPR training for your plant or office. CPR training is a valuable asset for any business.



A Public Service of This Magazine & The Advertising Council

It takes steady, trained hands to perform CPR.



American
Red Cross

Designer's forum

By Dr. Michael J. Hurdzan



Michael J. Hurdzan, Ph.D., is a partner in the golf course architectural firm of Kidwell & Hurdzan, Inc., Columbus, Ohio. Dr. Hurdzan received his

Doctor of Philosophy in Environmental Plant Physiology and his Master of Science in Turfgrass Physiology from the University of Vermont. Dr. Hurdzan is a member of the American Society of Golf Course Architects, is on that association's Board of Governors. He is also a member of the Ohio Turfgrass Foundation, USGA, NGF and the Golf Collectors' Society. Dr. Hurdzan has authored many articles on golf course design and maintenance and is currently writing a book on the history of golf course architecture.

Cow pasture golf courses

The image of such places would probably be fairly large open fields, with short grass cover, few clumps of trees, occasional tall weeds or rocks and putting surfaces and tees laid on existing grade. There would be little or no maintenance program as the preceding cows had caused only the low growing grasses to persist, there would be very little evidence of irrigation, and the fertilization would be spotty (excuse the pun).

It would appear that virtually no money was spent to build the golf course, the Pro Shop would be slightly larger than a 3-car garage and the greens fee couldn't be much more than one dollar. In fact, if there wasn't a barbed-wire fence between the golf course and the adjoining land to keep the cows on the real pasture, and a few sandtraps scattered about, one could not tell where the golf course stopped and the cow pasture began.

Such was my exact first impression of the famous British Golf Course at Deal, better known as Royal Cinque Ports. This golf course, however, was filled with people who were enjoying fresh air, natural surroundings, warm

friendship, and a lively brand of golf. I saw no golf carts, no bright-but-coordinated polyester golf outfits, and it seemed everyone pulled a trolley (caddy cart). As a Golf Course Architect, I found the scene to be foreign but friendly, and soon I became enchanted with the challenges of the golf course and I relished the feeling of seeing golf in its pure form. Years later, when I visited the oldest club in England, Westward Ho!, these feelings and cow pasture images were rekindled. In fact, at Westward Ho! one had to simply play around or over the sheep and horses which freely roamed the golf course.

This scene was also common in America for the first 40-50 years that golf was played. If this then is what golf is or was, how did we get to where we are in American golf and what have we lost in getting there? I place a great deal of blame on where we are on Madison Avenue hype.

We have been sold or bainwashed into our present perception of what golf and golf courses are by the spectacle of televised golf events from the most prestigious clubs in America and the slick pages of popular golf magazines. The hype to the golfer is computer-designed equipment, built with space-aged materials, famous designer clothes and plush golf courses.

Recently, one popular magazine showed it's average reader had a family income of \$35,000 per year, 78 percent went to college, and 94 percent owned their own homes. I admire the magazine for such a select readership for it attracts hundreds of thousands of dollars worth of advertising, and that is not only good business but also that is the essence of free enterprise and the capitalist system. However, I am frightened that this large and powerful tool of propaganda can shape and mold our perceptions of golf and golf courses, so that we normalize the images printed on their pages and golf becomes limited to persons who might fit their average reader category.

In this magazine that extolled the virtues of 1980 equipment and places to play was an article on Lon Hinkle, an accomplished touring Pro. In that article, Lon's father makes a statement

about the course he played on that had a rule: "That kids had to play with an adult. The next year we moved to California and Lon and the rest of the kids could play as much as they wanted. That's when he really began to develop."

Where today can a kid, especially those from the lower and middle income families find a place to play and develop? Is it possible that this means that golf is becoming restricted to only wealthy children and financially secure adults? Is golf going to become an elitist pastime such as polo? I believe it is not only possible but probable unless we can realign our perceptions of what a golf course is and what is the essence of golf.

I am a young man and I can remember spending the best 18 summers of my life on a golf course that had no watered fairways, used minimal fertilization, had no pure stands of grass except on the tees and greens, and was maintained with limited equipment. But it was affordable to everyone young, old and crazy. From that little 9-hole family-owned public golf course came eight PGA Pros, two Golf Course Architects, and literally thousands of dedicated golfers who may never have gotten exposed to golf otherwise.

The homeliness of the term cow pasture golf should not conjure up visions of uninteresting golf. In fact, golf played on less well maintained facilities alone requires a greater diversity of golf shots than does golf played from perfect lies on lush green swards. One learns to play pitch and run shots, he learns to read the "break" in the driving areas for running drives, and he must learn to pinch the ball or he loses his shirt in friendly competition. The truly skilled Golf Architect will maximize the natural features of the golfing ground and will minimize the use of huge earthmoving machines to produce artificialness at an exorbitant cost.

For those who can afford to play golf at those lush, green oases which adorn our countryside, I say enjoy the best. But for those who can afford only to dream about such places and seek pleasure on cow pasture golf courses, I say simply, enjoy.

Reader forum

Daily fee courses react to Dr. Hurdzan's column

We imagine that you have received plenty of replies to Michael Hurdzan's article in your November, 1979 issue. Our members were very concerned over his views. We represent the nearly 800 daily fee golf courses in Michigan and Ohio, golf courses that are privately owned, tax paying, free enterprises.

Dr. Hurdzan evidently has a very slanted and misguided opinion of the daily fee golf industry. Some typical comments from our membership:

- ★ When government finances and operates a golf course, few benefit, except:
 1. The architects like Dr. Hurdzan who want their hands in the public trough for huge fees.
 2. About two percent of the population who will use the facility frequently.
- ★ The "More bread and circuses" syndrome destroyed Rome, and the circus architects of that time were probably crying for more government spending for

circuses.

- ★ Maybe we should use government money to put more golf course architects in business, thereby creating more competition and get their fees lowered. We're sure Dr. Hurdzan would like that idea.
- ★ Dr. Hurdzan's article mentions a cost of \$4.00 for green fees at municipal courses, then states that the profits produced will build ball fields, etc. We fail to see parks departments or government golf courses producing profits. As a matter of fact, we see most government operated courses experiencing far higher operating costs than comparable privately managed facilities. The reason is generally due to civil servant employees and lack of more cost conscious management found in the private sector. In many instances parks departments will declare profitability, but ignore many expenses such as insurance, fuel, utilities, or water, part or all of which may be buried in other expense budgets or departments.

- ★ In Michigan and Ohio, an area that contains more daily fee golf courses than any other part of the U.S., the majority of these facilities have some type of programs oriented toward public service, including golf for the high schools, junior golf and free golf clinics, and also charitable golf tournaments and events. They do all of this in spite of the fact that they pay taxes and contributed to the well being of the community.

- ★ For a government entity to even think about going out and spending \$1.5 million tax dollars for a facility to compete with private enterprise is very, very disturbing. If anyone feels that the government is so efficient at owning and operating businesses, he should look at the railroads, post office, or Great Britain.

We noted several comments in a Letter to the Editor in the same November issue of GOLF BUSINESS that would seem pertinent, such as:

"The only circumstances in which such a recreational facility should be allowed to operate at a loss is when a very large segment of the public benefits from the service.

"Not only do I have to compete to support my investment in a game in which the competitor can lose until I am defeated, but I have to pay taxes to support him."

It seems ridiculous for government to continue raising taxes on privately owned public

HEAD OF ITS CLASS



Check with the turf managers who have used it, scan results from test plots all over the U.S. and you'll see why Derby has moved to the head of the turf-type perennial ryegrass class.

Numerous good fine-bladed ryegrasses are available today, but Derby is the one that has it all. It's a dark green beauty that mows beautifully, has excellent heat, drought and cold tolerance and produces a fine-textured turf.

In Northern regions, Derby is used to produce elite permanent turf, while it is considered a premier overseeding grass in the Southern U.S.

DERBY TURF-TYPE PERENNIAL RYEGRASS

- Germinates in less than a week under ideal conditions
- Thrives when cut to one inch or less on tees and fairways and as low as 3/16th inch on golf greens
- Produces a beautiful dense turf when cut to 1-1/2 inches
- Tolerates a wide range of soil types from sandy to heavy clay
- Persists in heavy, compacted, poorly drained areas where traffic is not intense

Derby is registered with the Plant Variety Protection Office PVPA No. 7500009

Distributed By **INTERNATIONAL SEEDS, INC.** P.O. Box 168 • Halsey, Oregon 97348 • A/C 503 369-2251 • TWX 510/590-0765

golf courses until they are taxed out of business, then build a competing municipal facility that pays no taxes at all, in fact, puts a drain on the public budget. Our country became great under the free enterprise system. Even Chrysler Corporation made it through the depression under free enterprise; but our current system of government spending (taxation) and controls is taking its toll.

We hope your magazine will devote some space to the point of view of the free enterprise daily fee golf industry.

Jeff Hoag

Michigan Association of Public Golf

Courses

Keith Maffitt

Ohio Association of Public Golf Courses.

I just cannot believe that you would allocate one full page to Dr. Michael J. Hurdzan's trash.

He may be a Ph.D., but he has the common sense mentality of an idiot.

According to Dr. Hans S. Sennholz, Chairman of the Department of Economics at Grove City College, Grove City, Pa., "The concerned entrepreneur who wishes to fulfill his mission

in the world must become a dealer in ideas, an educator who teaches how to think, to refute errors and impart virtues. To neglect the important field of ideas is to place in jeopardy his very existence. For while opportunities still exist for the innovator, it is today's leaders of business who, by their misguided pronouncements and actions, are helping to undermine the free market system which permits the individual entrepreneur to flourish."

I have never heard of Dr. Hurdzan. He is a theorist. I own a golf course in the Charlotte, N.C. area. The Charlotte city-owned golf course loses \$100,000 per year. The Gastonia Municipal golf course loses more than \$120,000. According to Mr. Bob Prozan (page 30 **GOLF BUSINESS**, (Nov. 1979) Huntsville, Alabama Municipal golf course loses more than \$120,000 excluding freebees. Dr. Hurdzan must also be an economic moron. How long does he think that the federal government and the local governments will be able to confiscate monies from citizens. The day of reckoning is rapidly approaching. Proposition 13 is only a mild signal portending lots of difficulties.

Practically speaking, all governments:

- 1—Create nothing
- 2—Obtain their operating revenues from taxation or licensing or any form of confiscation.
- 3—Enterprises are abject failures.

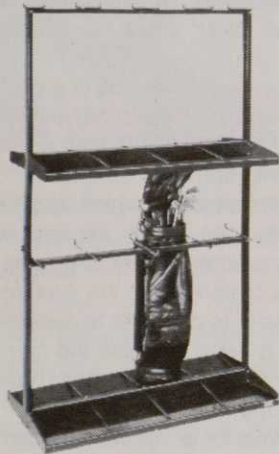
These three items are facts. Now people want the government to run the oil business. How could the government possibly run anything when it loses billions operating the monopoly of the post office.

Now back to Dr. Hurdzan's article. His statement "our factitious golf course may net from \$40,000 to \$60,000 per year" is fiction. In your November 1979 issue, in the "For Sale" classifieds, a complete golf course with equipment, club house, pool, tennis courts, etc., can be purchased for \$650,000 asking price. Dr. Hurdzan's article is a "con" game. He needs a job and is trying to develop business with utterly ridiculous pronouncements. I repeat — he is a dreamer. And I repeat, how did you allow yourself to be conned into allocating one page to his article.

Ed Osinski
Norristown, PA

I was downright mad when I read the socialist ranting of Markist Ph.D., Michael Hurdzan in the November issue, but then I turned the page and read some good American common sense by letters from J.R. Hall III and Bob Prozan.

Why give socialists like Hurdzan all that free space to promote their anti-American ideology? Let him buy his own magazine. Obviously he doesn't know or chooses to ignore the fact that nothing in the Constitution gives hordes of bureaucrats or gangs of politicians the right to take dollars from tax payers to build golf courses. When he says "private owners. . . are concerned about their own personal gains", he cleverly neglects to men-



INCREASE EARNINGS, SERVICE & SPACE
Remodel your present storage space, update with
NEW Stafford VERTICAL BAG RACKS

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster — no mildew
- Faster, easier storage
- Provides a neat appearance
- Easy to install and add more as needed

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves. Send us your floor measurements, we will plan a layout and quote you — no obligation. U.S. and Canadian patents. Send for folder.

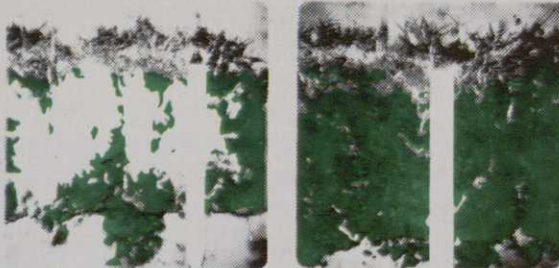
The A.G. STAFFORD Co.

2000 Allen Ave., S. E.
Box 8877, Canton, O. 44711
Phone 216/453-8431

Circle 111 on free information card

Specify **AQUA-GRO®**

FOR A LONGER, MORE PROFITABLE SEASON!



Shallow rooted turf, poor moisture distribution from area treated with Aqua-Gro amended water.

Deep rooted turf, good moisture distribution from area treated with Aqua-Gro amended water.

- Eliminates hard-to-wet spots with reduced hand watering and syringing.
- Standing water and localized dry spots disappear.
- Reduces compaction, erosion and washout areas.
- Excellent dew and frost control
- Thicker, heartier turf and better drainage in car areas
- Reduced problems with thatch.

AQUA-GRO is available in liquid concentrate or spreadable granular. For free illustrated brochure write to:

AQUATROLS CORPORATION OF AMERICA, INC.

1432 Union Ave., Pennsauken, New Jersey 08110 (609) 665-1130

Circle 103 on free information card