We can show you how you and your men can cut cups faster, straighter, in fewer lifts...using Lewis Line Cup Cutters.

**Here’s Why!**

You stand in correct position with your weight bearing down. Result: faster turf penetration. See above.

- **a** Adjustable collar lets you set depth of cut, exactly...even after repeated sharpening.
- **b** Foot ejection lets you eject plug directly into hole.
- **c** Stand-on base plate holds cutter exactly 90° to turf. Can’t wobble.

Prove to yourself that you can save time and effort on each of the thousands of cups you and your men cut each year. Ask your Lewis Line Dealer to demonstrate...then try it for yourself. Rugged long lasting Lewis Line Cup Cutters are top-quality throughout. They easily stand up to every day use. Stay Sharp! They’re available with inside or outside bevels.

Call your Lewis Line Dealer...state your preference...ask for Cup Cutter demonstration; or write direct.

**Trusted by Management – Praised by Players**
The Top Quality Line in: Washers • Cup Cutters • Cups • Cup Setters • Cup Pullers • Flags • Poles • Rakes • Handy-Bins • Practice Markers • Directional Markers • Towels • Ball Cleaner • and “Unitized” Tee Station.
Pro Golf to market Palmer line; Fuqua-Palmer talks off
Professional Golf Company and the Arnold Palmer Golf Company announced that they have entered into an agreement under which Professional Golf would merchandise and market the Arnold Palmer line of golf products. According to the company, Professional Golf will consolidate distribution of its First Flight line with the Palmer line as well as merge the sales staffs of the companies.

Pro Golf has manufactured the Palmer pro line of clubs and bags since 1962.

Meanwhile, Fuqua Industries, Inc., which previously reported having agreed in principle to manufacture and market the Arnold Palmer line broke off negotiations, according to a Fuqua spokesman. Fuqua is a diversified firm with interests in the golf, ski and other recreational and leisure time industries.

Rossi replaces Pack; NGF officers elected
At the national Golf Foundation's annual meeting, April 16 in St. Louis, the resignation of William L. Pack was formally announced. Replacing Pack is Don Rossi, formerly with Riddell, Inc., and A.G. Spalding. Other resignations were also announced at the meeting. Harry Colburn, NGF's executive finance committee chairman and executive vice president of Wilson Sporting Goods Company, resigned to assume similar duties with the Athletic Institute.

Vaughn Clay, vice president, Dunlop Tire & Rubber Corp., succeeds Colburn. E.R. Woolley, director of the board, resigned; he will be succeeded by Mark Cox, president of Victor Golf.

Officers re-elected were: Robert D. Rickey, president; William Bommer, vice president; and A. W. Goettler, secretary-treasurer.

Re-elected board members were:


Moist O'Matic marketing transfers to California
All marketing functions for the Moist O'Matic Div. of Toro Mfg. Corp. will be shifted to Riverside, Calif. General Manager of the division is Ed Hunter, Toro vice president. Named to the new post of assistant general manager is William F. Thoele, who will be responsible for production, marketing and administration. The move, according to Toro president David M. Lilly, was made because of the growth of the Moist O'Matic sprinkling and irrigation product line. The address is: 5825 Jasmine St., Riverside, Calif. 92504.

Golf Day goal: $200,000
Dugan Aycock, Professional Golfers' Assn. national vice president and national chairman of the 1970 annual National Golf Day Beat the Champ competition, predicts that this year's figures from National Golf Day will double last year's figures. This means Aycock is shooting for a goal of more than $200,000 during the four-week period centered on May 30 when amateur club golfers will be trying to beat a target score that will be set on Memorial Day.

Last year's campaign raised $110,000 for 27 major caddie scholarship programs and a variety of golf-related charities.

Victor sales up, earnings decline
Victor Comptometer Corp. sales for the year ended December 31 were $161,579,157, an increase of 5 per cent over the $153,883,755 for 1968. The increase, according to A.C. Buehler, chairman, would have been 15 per cent if the 1968
Golfdom Magazine

Special Pre-Publication Reduced Price Offer to Readers of Golfdom Magazine

the new "ENCYCLOPEDIA OF GOLF"

EDITED BY ROBERT SCHARFF AND THE EDITORS OF GOLF MAGAZINE

EXAMINE IT IN YOUR OWN HOME FOR 10 DAYS—
"The definitive golf reference work that belongs in every golfer's library!" Whether you be "duffer" or "pro" there is everything you want to know. A giant compendium of information that takes you from the very inception of the game right up to the latest 1970 rules. Yet it's alive with all the color and excitement of golf at its most spectacular—and reads like a great adventure story!

In the beginning, they called it "paganica", "choule" and "kolf"—and played a feather ball. Even then men disputed its rules and origins. One such controversy led to the first international match of record—and involved royalty. In 1682, the then Prince of Wales, later James II, challenged certain English noblemen to a foursome to resolve a point. Playing with a poor Edinburgh shoemaker John Paterson as partner, the Prince upheld Scotland's honor and trounced the Britishers soundly.

And that is but the barest glimpse of the fascinating facts, stories, anecdotes and records you'll find in this magnificent book.

The whole world of golf at your fingertips—in one giant volume.

No matter what you want to know about golf—its history, statistics, equipment, playing techniques, rules, golf courses, meaning of terms—no matter what you want to know, it's all here!

In 421 fact-packed pages—illustrated with more than 200 photos and line cuts—the whole panorama of the world's most popular game is laid out before you. Here are the stories behind golf's most famous personalities and most important events. Here are the cream pro-tips on how to play virtually every type of shot—and cut strokes from your score.

Here are the latest 1970 golf rules in their entirety—the evolution, selection and care of golf equipment—and a listing of over 1,000 of America's resort and public courses, with location, yardage and par ratings. Here is the most complete record of golf tournaments and championships ever printed—going back to the 1890's and brought right up through the 1969 results.

Settle an argument—win a wager—become a golf "expert". For the first time, you can find everything you might want to know about golf in this one authoritative volume. Much of this information is simply impossible to locate for quick and easy reference whenever you need it. Whether you want to settle an argument or win a wager—learn the fundamentals of the game or compare handicapping systems—check out the most obscure golf term or locate a golf course three thousand miles distant—the "Encyclopedia of Golf" has your answer.

This is a book you will refer to time and time again in the years ahead for playing tips, records, rules and just about anything to do with golf. And it is a handsome, richly bound volume—one you will come to prize more and more with each passing day.

Examine it for 10 days—
Save $2 on this Pre-Publication Offer!

For a limited time, the editors of GOLF magazine invite you to accept the "Encyclopedia of Golf" at the specially reduced pre-publication price of only $11.95 (a full $2 saving on the regular 13.95 price!)

It will be mailed to you as soon as it is off the presses (approximately 30 days from now). When you receive it—examine this definitive golf reference book without obligation for 10 days. Read about the spectacular events, the famous players—enjoy the fascinating biographies of the men and women who helped make golf the world's most popular game.

Check out records, rules—the diagrams of famous holes and charts of top golf courses—and the hundreds and hundreds of other interesting and informative golf facts the book contains.

Then, if you don't agree that this is a book you want to keep—a book you'll refer to time and again in the years ahead—a book no golfer should be without—just return it and we will promptly refund your money in full.

But this pre-publication offer is good for a limited time only. So please mail the coupon now. Don't miss this opportunity to own the definitive reference work on golf!

—A wonderful gift for any golfer
—A must for every golf club and course

Special Offer! Additional copies available at a savings of 25%.

More than 200 illustrations show you sequence shots dramatizing the correct swing, stance, etc.—plus photos of golf-greats, diagrams of famous holes and rare pictures of the early world of golf!

Save $2 on this Pre-Publication Offer!

Please send me ___ copies of GOLF magazine's "Encyclopedia of Golf" to examine for 16 days, without obligation.

If I'm not completely satisfied I may return the book(s) and my money will be refunded promptly. I enclose $___ at per book at the reduced pre-publication price of just $11.95 (a full $2 saving) plus $_ postage and handling charge per copy.

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Note: Pre-publication offer limited to 5,000 books and not available at newsstands.
sale of the Business Forms Group were excluded.

Earnings were $8,954,131 or $1.73 per common share, a decline of 3 per cent from the $9,237,030 or $1.77 per share reported for the prior year.

The major increase in sales was from business machines and services, which were up 22 per cent and accounted for 67 per cent of total sales. The decline in earnings was due to unfavorable weather in the spring and early summer and lower than anticipated Christmas business. These affected sales and profits of all recreational and toy products.

Record numbers attend Massachusetts conference

An overflow crowd of almost 700 filled the Highpoint Motor Inn, Chicopee Falls, Mass., for the 1970 Massachusetts Turf Conference. Of this number, it was estimated that over 75 per cent were golf course superintendents.


Norman Kramer, president of the Golf Course Superintendents Assn. of America, outlined the national certification program, stressing that it would be a year or more before the actual program got under way.

The morning of the second day of the conference was devoted to a discussion of the pollution problem as related to the superintendent. Judging from the active question period, the turfman is vitally interested in his part in ecology. Selection, breeding and use of the bluegrasses, bentgrasses and shade-grasses filled out the afternoon.

An alternative session on the Pros and Cons of Bluegrass from the Commercial Standpoint ran concurrently. Again pollution raised its head as Doyle W. Jacklin (Jacklin Seed Company) stated that this year might be the last that burning would be permitted in the commercial seed fields of the Northwest. Among other things, burning causes increased vigor and seed production in the parent plants. If no burning is permitted, yield will decrease and the cost to the buyer will naturally increase. The afternoon alternative session covered the labeling of specialty fertilizer, highway turf and tree maintenance.

The final day’s speakers were Doctors Ralph Engle, Malcolm Shurtleff, H.B. Couch and William Haskett who each discussed thatch, disease fungi, nutrition and disease control, respectively. The record crowd left at noon, with another golf season just weeks ahead.

Nearest the Pin contest to be held at seven tournaments

Chevrolet Motor Division’s “Nearest the Pin” contest, first staged at the Andy Williams-San Diego Open, will be held at seven other tournaments sponsored on TV by Chevrolet. The contest utilizes three surveyor’s transits and a computer to obtain exact measurements of drives hit to a par-three green during the tournament’s final round. Technicians around the green obtain coordinates on each shot through a triangulation method from transits in fixed positions. The coordinates are relayed to a computer which calculates within one minute the exact distances of each drive from the pin. The winning golfer receives the key to a 1970 Chevrolet. In San Diego, winning pro Bruce Devlin chose a 1970 Kingswood Estate station wagon.

Arnold Palmer golf academy underway

Construction has begun on a permanent site for the Arnold Palmer Golf Academy at Cameron Park, Calif. The golf camp will offer three, three-week sessions this summer for boys 11 to 17 years old.

The curriculum covers the basic golf swing, as well as sportsmanship, golf etiquette, golf rules, competitive attitudes, history of golf, strategy of play and how to score. The training site provides special areas for driving, iron shots, sand play, putting, chipping, pitching and trouble shots. In addition, students will be able to play Cameron Park’s 18-hole El Dorado Royal CC course. A lodging facility is planned adjacent to the training center, which will house two to four boys a room. Buffet meals will be served.

The sessions are limited to 150 students and begin June 22, July 15 and August 4. More information is available by writing the Academy at Box 158, Shingle Springs, Calif. 95682.

Fuqua acquires Haft-Gaines

Fuqua Industries, Inc., a diversified firm which recently entered the golf industry, announced that it had completed its acquisition of Haft-Gaines Company, a real estate developer based in Fort Lauderdale. Haft-Gaines, in September, will open a 1,000-acre luxury condominium development in the Lauderdale area of South Florida.

In an unrelated move, Fuqua Industries and Floyd Enterprises, Inc., announced the suspension of negotiations for the acquisition of Floyd Enterprises by Martin Theaters, a subsidiary of Fuqua, on the basis on one share of Fuqua for two shares of Floyd Enterprises. Floyd Enterprises is based in Haines City, Fla., and operates 42 motion pictures theaters in central Florida. Martin is in the theater and television business in the southeastern United States.

General Battery expands

Harry J. Nozensky, president and chief executive officer of General Battery Corp., announced plans for a $1,500,000 expansion program in its battery manufacturing plants in Frankfort, Ind., Portland, Ore., Selma, Ala., and Greer, S.C. Over one million dollars will be spent in the expansion of manufacturing facilities in the Frankfort plant. Air and water pollution control equipment will be installed to meet the requirements of the State of Indiana Board of Health. Expansion programs at Portland, Selma and Greer have already been completed.
Ransomes lawn mowers are the sophisticated end product of our 130 year of experience. In all that time, the company has been in the forefront of grass care progress, and have pioneered most of the worthwhile improvements in mower design. In brief, Ransomes know how to make mowers. More important, they know from an immense practical field experience, how you will use them, and the kind of problems you are facing and solving daily.

Mowers built in the light of this knowledge excel. Because of it, a vast range has been developed, with performance values that make work study worthwhile: that enable close and economical costing of mowing schedules with machines matched exactly to the job.

**Single Point height-of-cut.**
A single micro hand wheel adjusts the height-of-cut from 3/8” to 3/4” at only 1/64 at a time.

**Super strength cutting reel.**
The ten-knife, impact resistant steel, cutting reel stays razor sharp longer—gives a perfect finish. Cuts a full 20” wide.

**Dual Control.**
Separate landroll and reel clutches enable easy control of the mower at all times.

**Transporting.**
Power-driven transport wheels allow quick, effortless site-to-site transportation.

**Outrigger Rolls.**
Fitted as optional extensions to normal front roll—gives extra stability on undulating greens.

**Brush and Comb set**
A nylon brush and steel comb are optional extras, for controlled turf grooming.

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MORIN EQUIPMENT INC.
721 Halpern, Dorval, Montreal, Province of Quebec  
Telephone: 514-486-7881  
Importers for the Province of Quebec and the Maritime Provinces
Ampex Corp., announces the Model DR-10 series of video disc recorders, a low cost television disc recording system for immediate and repeated analysis of recorded monochrome pictures, similar to instant replay. DR-10 permits playback in normal or slow-motion speeds. Nine speeds can be selected in both record and playback modes by a frame rate selector. It is available with a remote-control switch. The systems range in price from $8,000 to $50,000, and are available in either portable or rack-mounted versions.

Jacobsen Mfg. Company announces the Jacobsen-Rogers Model 524 Aerator-Seeder. It is a walk-behind unit which aerates and dethatches the turf, dropping a metered amount of seed in the furrows. Powered by a nine hp engine, it covers a 21-inch wide path. All controls are handle-mounted.

Cecilware Corp., introduces the Automatic Chicken Fryer Model AF-500. It is equipped with an electric counter top, timer, factory pre-set thermostat and self-cleaning heating elements. The tank lifts out to change or filter the grease.

Northrup King & Company announces its line of Punch ‘n Gro Kits, Ponderosa Pine. The kit contains 20 or more pine seeds that germinate over a two or four week period. The seedlings can be transplanted after three months and then moved to a permanent location after two or three years. Retail cost of kit is 79 cents.

Advance Chemical Company announces that Tile-Klenz, inhibited-acid cleanser for use in shower and rest rooms, is now packaged in eight-ounce brush top and quart plastic bottles. It safely cleans hard surfaces, including tile, glass, porcelain, concrete and chrome. It will not etch tile or concrete.

Bates Accounting Devices announces the Bates Taxmeter, a small desk-top machine that tells at a glance all Social Security, Federal, state and local payroll deductions for an employee. The Taxmeter can be purchased or rented on a yearly basis. Priced from $42 to $79.50 or rented for $12 per year.

American Floor Products Company announces the Sauna Vinyl Mat. It comes in standard 40-foot rolls of 20, 30 and 40-inch widths in a variety of colors. It is acid and alkali resistant and its slatted structure aids in drainage and aeration.

C.F. Struck Corp., introduces an all-terrain vehicle, the Mini-Skat. It has six 16-inch diameter heavy-duty tractor tires, watertight body, all-wheel drive and chain drive transmission with belt clutching. Two speeds are possible 2 1/2 mph and 10 mph with its seven hp engine. Available in kit form at $498.95. Build it yourself plans with kit parts or local materials are also available at $5 per set.
Sports Computer Corp. announces the Golf Handy-Capper. This small table model computer available on a lease basis for less than $1,000 a year figures handicaps in seven seconds. A player places his card in the computer, punches a button to record his score and another to determine his handicap. The information can be verified at any time on any Handy-Capper, even at another club.

Westinghouse Electric Corp., announces the Model 437 Golf Car featuring a new axle system with an integral drive unit and no chains or belts. It is a three-wheel model which holds two passengers with golf bags. Measures 91-inches long and 48-inches wide and has a turning radius of nine feet eight inches. Weight is 965 pounds including batteries and top. Optional 12-ampere 36-volt automatic battery adds an additional 30 pounds.

Jayfro Corp. introduces additional Nylon Golf Practice Cage models for 1970. The cages are built with the same knotless nylon as the Series G Nylon Golf Cages. Both the D and W Series can accommodate up to six golfers at one time.

Matzie Golf Company introduces the Laser end-weighted putter as part of its 1970 line. The putter offers a wider sweet spot and features a red brass head and a choice of in-laid black epoxy or grained, finished hardwood, as well as an anodized aluminum shaft and a professional quality grip.

Flexi-Grip Div., Eaton, Yale & Town announces a new golf club grip, the Golf Pride “Crown” model. It uses a new traction design in two color combinations, red and white on black or blue and white on black. The grips are made of rubber and cork compound. Marketed for replacement grip service by golf professionals.
NEW PRODUCTS
Continued from page 77

C.B. Dolge Company announces King-Cote, a zinc interlocking, polymer water emulsion sealer and finish for floors. King-Cote covers 3,000-square feet per gallon per coat. Drying time is 20-minutes per coat.

Prairie Machine Company introduces the Waukee-Washer. Constructed of heavy-duty aluminum with brass working parts, it attaches to any golf cart, working off either wheel and turning with the movement of the cart. It does the ball washing job between green and tee.

Handicap Computer Company, Inc., offers a golf handicap computer which is a solid state digital computer about the size of an adding machine and operates on standard household electric current. To calculate a player's handicap, the operator dials in the course rating, and when 20 scores are entered, it is computed. There is a "less than 20" key, which is used when entering less than 20 scores. The computer is available on a lease basis.

Charles Machine Works, Inc., announces Ditch Witch has available newly-designed sales literature on all models of its service-line trenching equipment. Each cover features a line drawing of the specific model; inside photos illustrate features of the equipment, with information on sales and service.

Merit Industries, Inc., introduces the Easy Sign Spray Kit. It makes both indoor and outdoor signs and uses include price marking, point of sale display and posters. The kit contains 193 assorted size numerals and letters, four spray paint cans in assorted colors and a can of solvent. Price: $79.50.

Erie Mfg. Company announces Emergency Oxygen, a lightweight portable oxygen unit, developed for the Air Force, and now available to the public. It contains a full 40-minute supply of oxygen for use in emergencies, such as heart attacks and strokes.
Now you can get proper penetration on hills, slopes and special soils without runoff and puddling. Rain Bird's new RC-12 programmed re-watering lets you preselect those stations that need less water—more often—for proper penetration.

Just set the controls for a 14 day cycle, or longer. Program each of the 12 stations from 2-60 minutes, select the stations you want for immediate repeat, and the Rain Clox RC-12 takes over your watering chores.

If you want a given station to skip, just throw its on-off-repeat switch. A master switch deactivates the entire cycle during rains.

And there's a separate electronic circuit for incorporating Rain Bird's underground moisture-sensor, the Irrometer. This device helps save water by automatically overriding the pre-set cycle when the area has enough or needs more water.

Your Rain Bird distributor or commercial installer can tell you all about the Rain Clox line of controllers. Call him—or write for our new industrial turf catalog.

Rain Bird, Glendora, California 91740

For more information circle number 237 on card
NEW PRODUCTS
Continued from page 78

Flexico of Florida, Inc., announces Flexlon top coating material. A compound of nylon ester, epoxy and silicones, it can be applied with brush, roller or spray. Designed to adhere to most common building materials, uses include waterproofing and re-finishing. It is available in one and five gallon cans in white.

Circle No. 120 on reader service card

Engineering Products Company introduces four rotary mowers and a large sickle-bar mower for 1970 (these attachments fit the 12 and 14hp Economy Tractors). Included in the line is a 60-inch center-mounted rotary, as well as 36-inch and 48-inch under-tractor rotaries. All three have adjustable cutting heights, are hinge-mounted at the front and ride on a full-width roller at the rear. They are part of over 20 basic attachments available for Jim Dandy and Power King Economy Tractors.

Circle No. 121 on reader service card

Continued on page 82

Dedoes Turf Maintenance System

combining speed and efficiency with extraordinary versatility which allows instant interchange of turf aerator, slicer and roller.

AERATOR
Removes 180 plugs per revolution, passes them completely through plugger tubes, and distributes them evenly. Plugger tubes, made of tempered steel, make clean holes up to three inches deep and will not tear up turf because they pivot.
WT. LESS THAN 300 LBS.

SLICER
Operates on the same principle as the aerator utilizing the tractor weight as a down force. Each of 180 slicing units cuts into turf with each revolution, installed in mere minutes. Heat treated blades—fits quick-changing conversion unit.
WT. LESS THAN 300 LBS.

ROLLER
Roller, six feet wide, weighs less than 300 lbs. yet needs no water ballast to produce more than 2,000 lb. down force when attached to tractor. Operates same as aerator and slicer.
WT. LESS THAN 250 LBS.

Guaranteed for One Year Against All Mechanical Defects
COVERS THE FAIRWAY OF A 18 HOLE GOLF COURSE IN LESS THAN 8 HRS.
ADAPTABLE FOR LATE MODEL MASSEY FERGUSON, FORD, AND INTERNATIONAL HARVESTER TURF TRACTORS WITH THREE-POINT HITCH. SPECIFY TRACTOR NAME AND MODEL NUMBER WHEN ORDERING.
AVAILABLE FOR TRACTORS OF ALL OTHER MAKES ON SPECIAL ORDER

CONVERSION UNIT
This is the key to each piece of equipment. Utilizes hydraulic system of any standard tractor to allow operation of aerating, slicing, and rolling attachments. Specially designed to shift more than 2,000 pounds of weight from rear tractor wheels to equipment in use. Permits equipment to be raised or lowered instantly for passing over driveways and easy transportation. Quick change—one unit required for all pieces of equipment.

Circle No. 240 on card