

Previewing the Big Three

A new decade is opening and the golf industry is determined to make the soaring sixties seem only a prelude to the spectacular seventies.

Each of the major associations—PGA, GCSAA and CMAA—will kick off the new year with annual conventions and shows that promise to be bigger and more informative than ever before.

It will take two tents this year to hold the vast array of new equipment and apparel awaiting pros at the PGA Merchandise Show. A glance at the program for the GCSAA conference reveals that superintendents are becoming some of the most highly specialized and skilled individuals in the industry.

And this year's CMAA conference goes beyond traditional concerns over member service to more complex problems of labor and insurance that all managers will be encountering in the future. On the following pages is an advance look at the three conventions to help make your attendance more rewarding and profitable.

PGA

Mr. Hoffner's feet hurt him. That was the beginning of the Professional Golfers' Assn.'s most successful merchandising promotion. Frank Mitchell and Gus Novotny also were tired of wandering around the clubhouse and the first tees and the 18th green of the PGA National GC at Dunedin, Fla.

It was during the first of the PGA Seniors champions conducted at Dunedin that Bob Hoffner, veteran pro salesman, quickly discovered he could see many of his best customers and prospective buyers.

So he got himself a bridge table and a chair, put them along the path under the big shady tree in front of the clubhouse and the pro shop, showed a few samples, opened his order book, and his store was in business.

It was a grand hunch. Frank Mitchell, who had been selling to pros for a long time also got himself a table and a chair. Then Gus Novotny opened his bazaar.

So Hoffner, sitting in the shade and giving his feet a chance to cool off, and his comrades with similar problems and hopes, created a valuable new service in pro golf merchandising.

Frank Sprogell was everything—professional, manager, superintendent—of Dunedin then and saw that these pitch men were doing a good job for pros. So he put up a tent in back of the clubhouse, and the PGA Merchandise Show was born. One year it almost rained the show into the Gulf, but it simplified and extended pro buying.

When PGA moved over into the empire of billionaire John MacArthur at Palm Beach Gardens, Fla., the Merchandise Show came along as the caboose. There a smart, imaginative pro, Johnny Vasco of the Lehigh (Pa.) CC, was appointed head of the show project. He and Ed Ficker of Tequesta (Fla.) CC got the show organized as big business.

And to check out how the show has flourished since, just head down to Palm Beach Gardens from January 24th through 27th this year. —Herb Graffis

Continued



Illustrated by Art Sudduth



continued

The following are highlights of the merchandise that various manufacturers, distributors and representatives will be exhibiting at the GCSAA show.

The companies appearing on the following pages are those which have indicated to GOLFDOM that they will be at the show; it does not, therefore, represent an official exhibitors listing. An asterisk * following a company's entry indicates that specific details on its product lines were not available by press time.

GOLF CARS, CARTS, EQUIPMENT

Club Car, Inc., introduces the four-wheel Caroché, an automotive type electric golf car. The Caroché is powered by a double reduction gear drive transmission. The Caroché weighs 810 pounds and has a detachable four-bag attachment enabling it to hold up to four people.

Columbia Car Corp. introduces the new Pargo Plus-2 Brake Package. Available on all 1969 Plus-2 three- and four-wheel golf cars, the new disc brake system eliminates noise, requires few adjustments and assures safe stoppings. Optional equipment is an automatic brake seat.

Cushman Motors introduces the Town & Fairway, a four-wheel golf car, which can double as a carry-all for packages or groceries off the course. The rear end converts to make an additional seat for two passengers. The Town & Fairway is available in both electric and gasoline version.

E-Z-Go Car Div., Textron, Inc., offers the X-440 three-wheel car with automotive or tiller steering

and the X-444 four-wheel golf car with automotive wheel. Both models feature all steel frames and bodies and full wrap-around rubber bumpers.

General Battery Corp., replacement battery manufacturers, introduces car battery featuring a red polypropylene dirt-resistant cover.

Gould Inc., introduces a new polypropylene battery in two sizes—180 A. H. and 220 A. H.

Harley-Davidson offers the golfer a choice of electric or gas golf cars. Both types of cars have contour bucket seats and power reduction steering. The gasoline car has a two cycle, single cylinder, air cooled engine, fully automatic forward and reverse power. The electric car has a series wound, 35 volt dc drive motor, master drive forward and reverse power transmission.

Jarman Company's Bag Boy golf cart comes in three models that feature wheels which fold down, adjustable brackets and non-slip straps, blue-steel cushion springs.

Mars Industries, Inc. introduces the Buzz-A-Round one-man golf car. It is 73 inches long, 32 1/2 inches wide and 36 inches high (24 inches with tiller bar and bag rack removed), and weighs 245 pounds without batteries.

Maynard Sales International, Inc., offers its electronic golf cart which follows you around the course by means of a homing device—actuated by a small transmitter carried in your pocket or on your belt.

Motor Appliance Corp. introduces the new MAC Super Charger 1555T (36 volt) which measures the battery condition and always replaces an amount of

energy which will fully and correctly charge the batteries.

Also available is the built-in Charger in Ferro-Resonant or Multi-Tap Taper Type designed for the customer's requirements.

Sit 'N Rest Golf, Inc., makes Cart-Bag, the combination golf cart and golf bag. Each model also comes in a deluxe version with two matching accessories.

The Viking Corp. manufactures the two passenger Viking I and Viking II 36-volt electric golf cars. The Viking I, the Deluxe model, features bucket type padded foam seats, coil springs with shock absorbers, chromed arms, bag rack and tiller.

The Viking II features foam rubber seats and backs, coil springs front and rear with dampener, 14 gauge steel body with fiberglass fender and bag well, chrome bag rack and tiller.

Westinghouse Electric Corp. offers electric golf cars in three- and four-wheel models. The cars feature foam cushion seats, all-steel construction and bolt-on replaceable panels, fully enclosed drive train, automotive differential, 4 1/2hp series wound DC Westinghouse motor, steering wheel and foot-operated brake.

GOLF EQUIPMENT

Acushnet Sales Company offers a large selection of clubs, bags and accessories, balls and gloves, as well as a new line of Titleist woods and irons. The woods are available in two models—standard medium deep face or shallow face. Both models feature selected persimmon wood and the brass back "power-thrust" insert. Wood faces are individually filled by hand to produce the four-way bulge. Each head is taper-reamed, bonded and secured to the shaft

with a headless screw. Sole plates are designed with a locking feature to eliminate shifting at impact. Titleist irons have square-toe design which facilitates alignment of blade at right angle to line of flight. Sole grinding builds in correct lie and loft as well as correct face position at address.

In the Finalist line, woods are made of persimmon in a dark walnut finish with a black fiber insert and black and red fine line rubber grips and irons with a blade scored to USGA specifications and contoured to give perfect line up control. Right-hand clubs in aluminum or steel shaft; left-hand clubs in steel shaft only.

The Tittlette line for ladies fea-



tures woods with a blue finish with black fiber inserts and grips of blue and gold fine line and irons designed for maximum playability.

Golf balls are offered in the Titleist line: the Titleist and Titleist 100 with K2 construction and the Titleist "Red."

The range balls come in white with red band or solid yellow. Acushnet bags come in a variety of colors and materials with color coordinated head covers, and umbrellas for some models. Gloves in full or half finger models in a full range of colors and materials is also available.

Atlantic Products offers golf bags with five new pockets in the lower section of the bag.

Especially for the ladies is the Minipurse, a pocket that snaps onto the top cuff of the bag while playing, then can be detached and carried by its own handle. Bags feature new, brighter colors.

All Star Pro Golf Company, Inc., offers two new clubs—the R/R Plus 1 and the R/R Golden Black Ram. The R/R Plus 1 has a lightweight steel step down shaft which reduces clubhead twist, maple heads with a dark mahogany finish, black border with deeptone red diamond shape insert, contoured sole to increase playability and S-locked sole plate. The irons are stainless steel with wide flange bottoms, deep face scoring.

The R/R Golden Black Ram comes in lightweight steel or aluminum shaft. Woods have laminated moisture proof maple heads with a walnut finish. Two piece wide angle insert and contoured sole. The irons have a contoured roll at base. Base flange and deep face scoring and sand blasted hitting area are features.

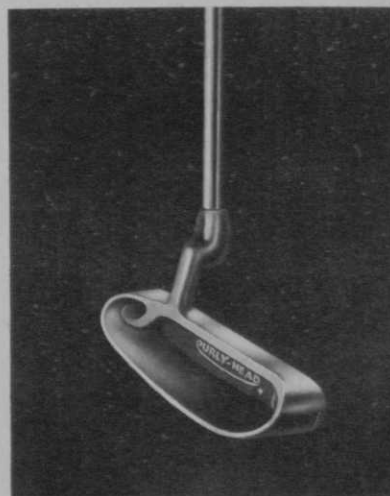
Burton Mfg. Company makes golf bags that feature color-coordinating Delrin zippers, brass hardware, nylon stitching, rayon-backed vinyl materials for extra strength, rust and corrosion resistant rivets and quality leathers and vinyl materials.

Chico's Tomahawk, Inc., introduces the Rake—a new sandwedge which has the clubhead equipped with special grooves on the underside.

Otey Crisman's newest addition to its line is the bamboo shaft putter. This shaft, hexagon shaft, hexagon shaped, is fashioned from six pieces of bamboo laminated in-

to one shaft that can withstand moisture and extreme temperature without damage. Another new product is the Eyeline shaft designed of a solid special alloy from head to grip section which is said to ensure alignment, balance and control.

Curly-Head Golf Company introduces its new model 8 putter, designed with a hollow mallet head style. The weight concen-



tration plus a machined groove just behind the face give the golfer more sensitivity, according to the company. Made in a choice of medium, flat or upright lie.

Bert Dargie Golf Company, Inc., makers of custom clubs, offer new Dynalite shafts made of lightweight steel in addition to their conventional steel and aluminum shafts. Woods are offered with persimmon or laminate heads. Each club is custom made.

Dunlop's leading golf ball is the Maxfli in Red, Green or "100" Black model for every golfer.

In the bag line are the Staff Bags for men and ladies; Elite model features Corfam construction. In Vee Line are bags of alligator-grain-trim vinyl, and vinyls.

Maxfli woods have pear-shaped compact heads of pressure laminated hardwoods with four-way roll

continued



PGA

continued

on the medium depth face and are bonded by a special process to the shaft. Available in antique brown or black with shaft in Maxlite or Dynamic steel and regular or stiff flex. Maxfli irons have a blade slightly offset and have shafts and grips to match woods.

Susie Maxwell woods are rounded and compactly shaped. The watermelon finish is a new color. Grips are in Dunlop rubber black and white and shafts are in steel. Irons' shafts and grips are the same as woods.

Faultless Golf Products introduces the Professional Plus golf ball, a solid ball made from a new



kind of tough, resilient compound that allows higher velocity, according to Faultless. Faultless also makes the Century ball.

Fernquest & Johnson Golf Company has completely redesigned its San Franciscan and Westerner model clubs which are available in Dynalite steel alloy shafts. Stock available in one-half inch short, standard, one-half-inch long and one-inch long lengths.

The ladies' Marquesa model is specially color coordinated and is available in True Temper aluminum shafts. Look for the PGA Show Special.

In addition, there is a complete

line of putters both premium and promotional, an entirely new line of golf bags and the FJ 100 solid stage golf ball.

First Flight by Toney Penna shafts are available in stiff, medium, soft or ladies'/seniors' flex



with white and golf fill black rubber grips in any swingweight desired. The woods are of persimmon and have a Cylolac insert. Irons have a new profile and are produced by the Lost-Wax process, which is said to give them uniform balance and center-focused power.

First Flight also offers the Toney Penna men's left- and right-hand woods with Pro-Lite lightweight alloy shafts in R and S flexes. Heads are of persimmon, locked in an ivory Cylolac insert.

Golden Eagle woods and irons are available with Pro-Lite shafts, wood heads of laminated hard maple and irons newly designed with wide flange soles and chrome plated. Sterling FX-101 comes in Hex Flex steel or aluminum shafts, featuring an octagon-shaped section.

There is also a full line of clubs for ladies including the right-hand Golden Eagle with lightweight aluminum shaft, featuring woods in a choice of pecan, blue, pink, yellow and white. The right-hand Golden Lady woods are fitted with an ivory Cylolac insert and irons have a clean contoured back and sole.

Flexi-Grip Division of Eaton Yale & Towne, Inc., will show its line of Golf Pride grips.

The Gyro Club Corp. (represented by John Van Nortwick) introduces the Roto Club directional top spin putter, which features unusual weight distribution to give the club greater directional control and an insert in the face of the club to give the ball a faster, more pronounced top spin to minimize ball deflection. Available in either steel or aluminum shaft, left and right hand.

Walter Hagen Golf Equipment Company has two new accessory items: the W0965 Drum Style Carry-All and the rectangular-shaped molded bottom shag bag. Both come in black, rawhide and ember glow. Hagen golf bags will be more colorful in colors such as ember glow, moss, red, burgundy, pastel blue and mulberry. The complete line of Hagen Pro Only bags totals 12, each in either expanded vinyl or vinyl. Matching headcovers are available.

Haig Ultra balls will be available in three compression ratings: W0105 high compression, W0115 regular and the W0125 low compression. The company will also show its Ultra golf club line.

Tom Hill Golf Company offers putters in mallet or blade models. All blade putters are made of a manganese bronze alloy, shafts are satin-chrome steel, flared and fluted and grips are calf leather. Putters are priced at \$16.50 each.

Hillerich & Bradsby Company introduces the 1970 Countess Power-Bilt ladies' woods and irons. The wood has a Tufwood laminated head and is finished in deep blue with a blue Propellac face insert and features a brass back. The iron has a Scotch-type head and is made of Levelume-plated carbon steel. All woods and

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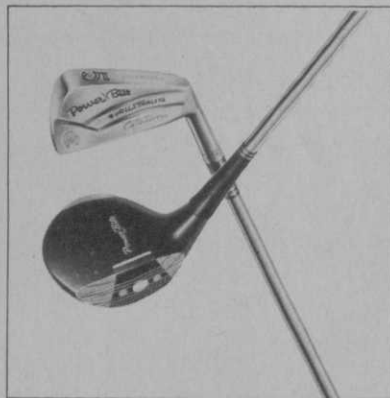


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irons in a set are matched for uniformity in swing feel. Both woods and irons feature the Power-Bilt Power-Flex shaft.

The men's Power-Bilt Citation woods and irons feature the new Duo-Power lightweight steel



shaft. This shaft increases club-head speed, yet maintains the feel of steel, according to the company. Citation wood model S600 has an ebony finished laminated Perma-Seal Tufwood head with black and white Propellac face insert with brass sweet spot.

Ben Hogan Company offers golf balls in three compressions—0100 high, 0200 regular and 0300 low.

1 Plus Irons have Bounce Sole, shafts in flexible, medium or stiff, grips in Hogan Slip-Proof, black with green fill.

Five wood models are available.

All incorporate the Speed Slot Toe Channel.

Hogan Ladies Clubs—the Speed Slot Fashion Colour Woods and 1 Plus Irons are available with ladies' Apex shafts.

Karsten Mfg. Corp. makes the Ping irons, woods and putters. The set of matched irons is the first in which no two clubs are alike yet they all have the same look. Irons are available one through nine plus a sand and pitching wedge. Woods are avail-

able in a complete range from one through six, right and left hand with standard or stiff shaft.

Klitzner Golf Corp. offers the Pro-Name center and end shaft putters with the name of your club pro on them at \$15 each. Klitzner also carries a complete line of golf jewelry and tournament awards.

Lamkin Leather Company offers rubber and leather golf grips.

MacGregor introduces a new concept in golf ball selection—matching the new Tourney ball to your shaft flex: Tourney I for a stiff shaft, Tourney II for a medium shaft, Tourney III for a medium soft shaft.

New this year are the Tee-Sole Woods with a smaller sole to reduce turf drag. Priced at \$29 each in Tourney steel or aluminum shafts. M/T Tourney Woods in solid persimmon have the four-way roll.



In irons, MacGregor offers the M/T Tourney Split/Level with the new design that divides the sole into two levels. In addition, there is the M/T Standard Sole Irons. Both models come in leather or rubber grips, in steel or aluminum shafts and have club-head weight concentrated behind the hitting area.

The VIP Clubs by Jack Nicklaus are made in limited editions and feature the Split Level Iron and Tee-Sole Wood.

Ladies M/T Woods and Irons

have the same features as the men's, but with head size and club weight made to ladies' specifications.

Matzie Golf Company, represented by Golf Mart, has its Velvet Touch Putters available with shafts of steel, anodized aluminum in four colors, and hickory.

Al Northrup carries golf equipment from Otey Crisman and Bert Dargie in addition to his own An putters. These putters operate electrically on household current.

Northwestern Golf Company introduces its "Chi Chi" Rodriguez model for age groups five to nine and 10 to 14. The model



features Perma-Lac black lifetime woods and sand blasted faces on all irons. The six-piece outfit, one of several outfit arrangements, includes four irons, a two-wood, and a plaid bag.

In addition, Northwestern plans to show its Ultimate and Pro Signature models.

Arnold Palmer Golf Company introduces its Tru-Matic iron model for 1970, which features a wider sole and more weight in the sole area. Available in men's and ladies' right-hand, L,A,R,S and X shafts, rubber grips. The iron is available in lightweight steel shafts. Arnold Palmer golf bags, accessories, putters, umbrellas, balls and gloves will be shown.

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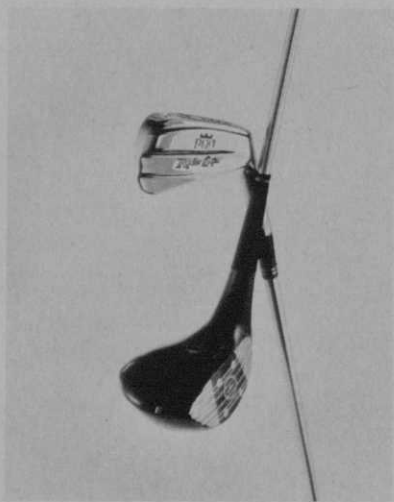
Pedersen Golf Corp. offers Custom Fit in all its clubs. The seven variables in the Custom Fit are shaft length, shaft flex, grip size, swingweight, loft, lie and wood club facing.

In the Custom Fit woods, three models are available. The Staff Wood, available in laminated maple or persimmon; the Classic 30, a revival, is a pear shaped driver in laminated maple; the Touring Pro, available in persimmon or laminated wood with the preg-wood insert.

Custom Stainless Steel irons feature the classic look and a shorter hosel, which adds weight to the hitting area.

Penfold Golf Balls, Inc., introduces a patented ball with liquid center that does not require freezing. The wound center has two types of winding—a parallel weave, permitting the most thread possible at consistently the correct tension; this is completed with a wider basket weave resulting in a binding that completely coordinates the core and cover.

PGA Golf Equipment offers a new gift idea, the Cocktail Caddy, which features four serving trays



with removable and washable centers and one dozen PGA golf balls.

The Ryder Cup model wood, which is available with Dynamic aluminum or Dynamic steel shaft, features an ebony, laminated wood head with circle and crown Cylolac insert. The Ryder Cup irons offer the Scotch blade design with the weight distributed near the sole to make hitting down and through shots easier. Black and gold fill highlight the Mirachrome finish.

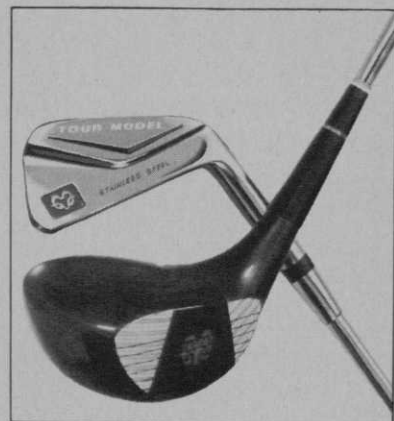
Professional model clubs feature a solid persimmon wood head finished in rosewood. The Dynamic aluminum shaft is topped with aqua and black rubber, or black and gold panel leather grips. A new color combination has been added to the Professional model irons. Green and gold fill help set off the new green and gold ferrule while the Mirachrome finish will keep the club looking new. There is wide sole forging with the deep V cut back design.

Ram Golf Corp. introduces the Golden Ram Fullback model with True Temper Dynalite lightweight steel shafts. The Fullback iron has a forging design with a full width contoured weight flange for delivering maximum distance on every shot. It has a tri-chrome finish, deep face scoring and a powder blasted hitting area. The woods have laminated heads that cannot shrink, swell, warp or crack, according to Ram, and a brass weight at the back of the head for added weight. The woods have two-piece wide angle face inserts and interlock sole plate.

The Golden Ram XPD-100 is offered this year with a Dynalite shaft. The woods have laminated heads that, reportedly, cannot warp, crack, shrink or swell under any weather conditions. The XPD-100 has a two-piece wide-angle insert and an interlock sole plate. The irons have a tri-chrome finish and an iron forging design that puts additional weight in back of the effective hitting

area. The XPD-100 is also available with aluminum shafts.

The Golden Ram Milady is made with aluminum shafts. The woods are laminated with a caramel finish topped off with multi-colored, wide angle inserts, each



in a different pastel hue.

Another new club model for 1970 is the right-hand Super-Ram driver, which has a bamboo head finished in a caramel stain and protected by several coats of pure polyurethane enamel.

Shakespeare Company introduces the XLD Mach One golf clubs for 1970. Made with Dynalite steel shafts the woods have new box-type laminated heads finished in a two-tone blend of deep



cherry and black. The irons are matched. The heads are designed with semi-square toe and emphasis on leading edge with hard chrome finish. Grips are leather or rubber. Clubs are available in right- or left-hand models. Shaft flex—regular or stiff. In the Pro-

professional XLD line, Shakespeare offers a choice of shafts—fiberglass, aluminum or steel. The woods are maple, laminated, shaped and high pressure bonded to withstand stress and wear; water-proofed, with sole plate locked in position. Irons are thin profile type with weight concentrated low in the blade; made of carbon steel, hard-chromed finish.

For women there is the aluminum shafted National model. The laminated wood heads are a modified box type, with the professional look. The irons are made to compliment the woods in both appearance and durability. The iron heads are forged from the carbon steel and hard chrome plated.

A.G. Spalding & Bros., Inc., introduces its Top-Flite clubs with stainless steel shafts. Top-Flite clubs were redesigned and reweighted for the new shaft, yet still retain the classic Spalding professional profile. The woods are made from laminated hardwoods and have a ebony finish and full sole plate. The wide taper face insert features Spalding's Opti-View curvature at the front



edge. Offered in a choice of the Cushion Control Rubber Form grip with ripple pattern or Panel Leather Form grip, also with ripple pattern.

Irons have a slender hosel with aluminum ferrule, thin top line and contoured blade. Also new is the curvature at the front of the scoring area. The irons are offered in the Cushion-Control Rubber Form or Panel Leather Form grip.

Spalding's complete pro line will also be shown at the show.

Uniroyal offers a wide selection of golf balls—Royal Plus extra-high compression ball, Royal high compression ball, Royal Red medium compression ball and Royal Queen for women golfers. In the low budget line, Royal of-

fers Fairway II liquid center at \$9 a dozen, Tiger rubber center, Donna Caponi for women golfers, both at \$6 a dozen.

Royal Woods have permanently laminated layers of sugar maple, have permanently bonded screwless insert and one piece sole plate. Three coats of Cyclocac
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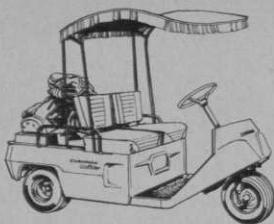
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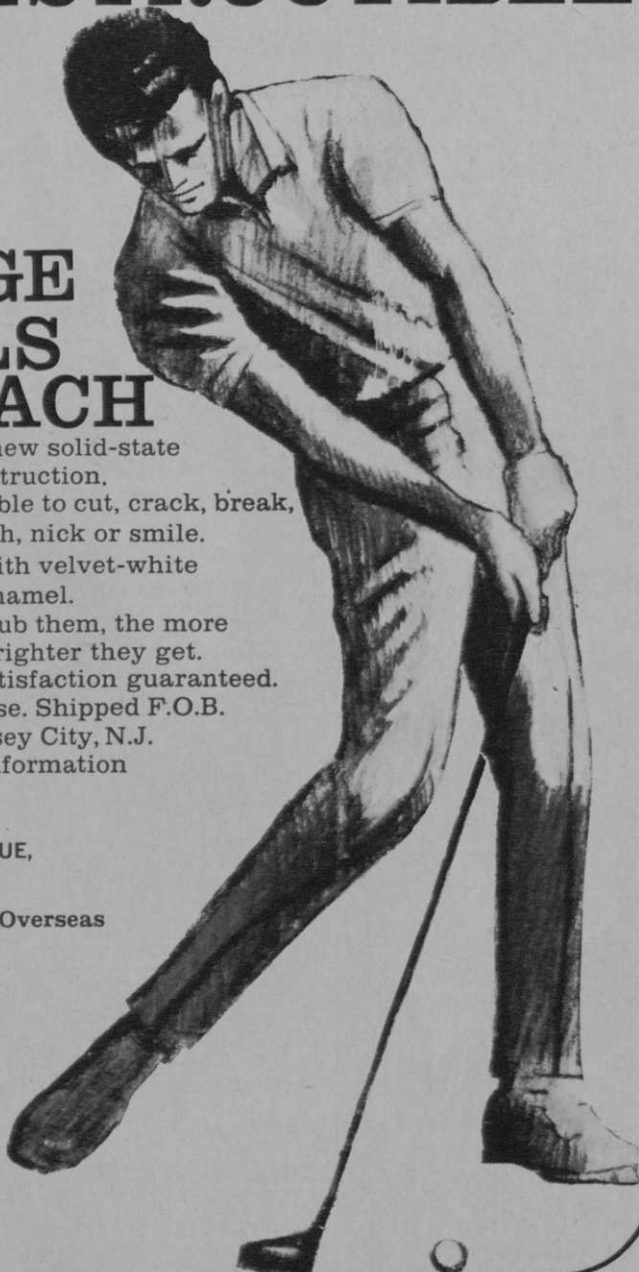
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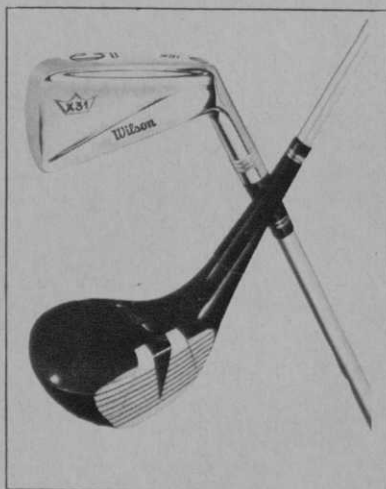
varnish are put over a moisture-proof Uniseal. Choice of aluminum or lightweight steel shafts. Irons have wide faces and beveled soles. Available in aluminum or lightweight steel shafts.

Royal Queen Clubs for ladies also come in a choice of aluminum or steel shafts. Woods have yellow, black or blue head; putters have blue or yellow heads.

Putters come in aluminum shafts with pistol grips or steel shafts with paddle grips.

In the bag line, Royal features 24 model numbers ranging in price from \$100 down to \$20.

Wilson Sporting Goods Company plans to exhibit its entire line at the PGA Show. Shown will be the 1970 model X-31 woods and irons, Staff model woods, Staff Dynapower irons, putters, wedges, golf bags and a collection of headcovers, gloves and accessories. The X-31 and Staff model woods retail at \$145 for a set of four in either lightweight steel or aluminum shaft. Irons start at \$225 for a set of nine



in either shaft. The golf bags top out at \$125 for the red python leather R0203 Staff model bag.

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From there, Wilson goes down in price range in expanded vinyls and vinyls to \$33.50 for full-sized bags and the Sunday bag range goes down to \$6. Matching color headcovers will be available to go with the golf bag line.

GOLFWEAR, SHOES, GLOVES

Alfred of New York (represented by Jack Carnahan, Inc.) makes the long-sleeved classic cardigan and short-sleeved class mock turtleneck in 100 per cent Orlon and 100 per cent Acrilan. Colors are white, light, medium and navy blues, ivory, yellow, gold, orange, red, camel, brown, mint, green and black.

All Star Industries offer three models of its leather golf glove—Star, Crown and Royal Crown.

The All Star golf shirt in machine washable two-ply Supima Durene cotton comes in either a three-button placket or mock turtleneck model in a wide range of colors.

Annabelle offers a pro-only line of ladies sports handbags. The totes come in three sizes: large, three-fourths and mini-totes. In addition, Annabelle carries a line of wool hand finished men's slacks by Marty Fashions.

Better Made Headwear Co. Inc., subsidiary of Stetson Hats, Inc., (represented by John Van Nortwick) offers a wide selection of hats for the golfer. Styles especially for the golfer are the Deerstalker, Mr. Holiday, Vagabond, Hunter and Sheraton. The hats come in a variety of colors.

Braemar Knitwear, Ltd., represented by Ernie Sabayrac, offers men's and women's cashmere, lambswool and merino sweaters.

Brockton Footwear, Inc., offers 59 new styles of golf shoes in addition to the continuing line of Foot-Joy and Ben Hogan shoes. The new shoes have uppers of Aztran. The spikes have inserts of tungsten carbide and are permanently attached to a special new plate; the bottom construction is permanently bonded to the uppers and is waterproof.

Buccaneer Mfg. Company, Inc., tailors West Wind golf jackets for men and women. The Eagle for men is 100 per cent nylon, insert Durene knit and nylon Byron collar, extended length, loose fitting, open slits on the side and two reverse welt pockets. For ladies the Eagle has a by-swing back with mesh insert, Peter Pan collar, open slits on side, large pocket, coordinated color Durene knit collar and cuffs.

Calree Company, Inc., makers of Playmaster Golf Products offers the Gripper, a new Velcro Back golf glove. In addition, there are men's and ladies' cape gloves, half finger gloves and winter gloves.

Jack Carnahan, Inc., will represent Croston of Boston, Hadley Corp., Jaymar-Ruby, Johnston & Murphy, Parker of Vienna and Sportswear by Alfred.

Coberknit (represented by Ernie Sabayrac) offers a complete line of men's and ladies' jackets and rain-suits. Especially for the lady golfer is the Model L-08 jacket.

George Cook Ltd., represents manufacturers of products for golf shops. The ladies' sportswear companies are Mr. Dino tops, slacks, sets, jump suits, shifts; Bodin Dacron knit shells, slacks, shifts, sets, culottes, sweaters; Harburt culottes, shorts, skirts with coordinating tops; Wm. Joyce golf shoes and casuals; Golf

and Sport Headwear; Decorated handbags and Jerks (J.S.I.) Peds—Pompon and Flap. The sportswear companies for men are Custom Tailored sport coats, slacks, suits; J.S.I. (Jerks) socks; J.S.I. shirts, sweaters; Thompson slacks, shorts; William Joyce golf shoes, and casuals; George Cook sport coats, blazers and Golf and Sport Headwear. Other companies and products shown by George Cook, Ltd., are Display Unlimited; golf jewelry for men and women; sunglasses by Exotic Imports and hand-embroidered gold and silver bullion emblems.

Country Club Sportswear, Inc., offers hand embroidered cardigans, and alpaca sweaters. Imported from Italy are a group of Polyester shirts for men and women which are machine washable and dryable.

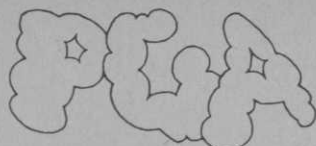
Croston of Boston, Inc. (represented by Jack Carnahan), offers crested blazers. Blazers are available in 100 per cent two-ply worsted flannel, 55 per cent Dacron polyester and 45 per cent wool, 100 per cent two-ply worsted with doeskin finish and two-ply hopsacking in 55 per cent Dacron polyester and 45 per cent worsted.

Derby Cap Mfg. Company makes hats and caps for men and women. For men there is the Roll-Up hat in cotton, nylon, poplin and mesh in many colors and prints. List price is \$3 each. Bucket hats come in straw and crushable nylon and poplin ranging in price from \$3.35 to \$5.50 list price.

Dexter Shoe Company offers a wide variety of styles for men, women and boys in leather, suede and Corfam.

DiFini offers floral and geometric print skirts and coordinating tops.

continued on page 56



continued from page 54

Included in the line is a patchwork print skirt with matching patchwork collar. (See page 60 for more details.)

Gregg Draddy, represented by Grant Robbins, features sportswear for the golfer. (See page 62.)

Duckster Sportswear, made by Nylon Fabricators, Inc., makes a complete line of nylon jackets for every sporting need. Especially for the golfer, Duckster makes the Bi-swing in water-repellent nylon with a knit insert that gives full-swing action, matching solid knit Byron collar with tubular cuffs, floating pocket with flap and nylon zipper front.

Edmont-Hill, Division Becton, Dickinson and Company, glove manufacturer, will be featuring new colors and merchandising display units. Fashion co-ordinated colors in vinyl palm gloves include red, blue and straw. A men's small size has been added to the Super-Grip line. In the vinyl palm, all-weather line styles with button-back and Velcro closures are available.

Edward's of California's (represented by John Van Nortwick) Pzazz '70 line features pink in a variety of shirts and sweaters. Cardigans, mock turtlenecks, three-button placket pullovers and button throughs come in coordinating colors.

Esquire Sportswear, represented by Ernie Sabayrac, features the following slack styles: prints and awning stripes in a Flair model, denim and hopsack cloth in golds, blues, orange, lime, flame and houndstooth check in a western pocket model. (See page 62 for more details.)

Charles A. Eaton Company manufacturers a complete line of golf shoes and sportswear. Firsts in the shoe line include carbide spikes which are made with a special tungsten-carbide core which is tougher than ordinary steel, and the embroidered kiltie. (See page 62 for more details.)

Fairfield Corp. (represented by John Van Nortwick) makes a complete line of ladies' sportswear. This year's line features plain and ribbed shells in many neckline styles.

Field Golf Company distributes Jockey Sportswear, Bristol balls and clubs and the Fore-Score soft goods line.

Flip-It hats and caps, distributed by Ernie Sabayrac, feature Masters Caps and the Slouch—a shape-it-yourself hat that is crushable, rollable and casual. Another style is the Bucket hat available in a variety of colors, soft, crushable reinforced shapes and brim dimensions.

The Foursome, Inc. makes of golf shoes for men and boys specializes in smaller sized models. Six shoe models are available in leather.

Freeman Shoe Company manufactures Wm. Joyce shoes, which are distributed by George Cook, Ltd. The Jitney is the traditional lace style, the Jade has a buckle strap across the center and the Jackpot features the kiltie.

John W. Gleason Sportswear, Inc., offers the Staff Pro style sweaters. Included in this line is an Australian Shell Stitch Alpaca cardigan.

Global Golf Products, Ltd., will exhibit Global Golf Shoes, Corbie Mfg. Company's Arcan line of walking shorts and slacks (\$11.95 to \$19.95) and the Fitzroy knit golf shirts (\$6.95 to

\$12.95) and socks (\$1.85 per pair) imported by Corbie from England.

Global Golf Shoe Company offers a saddle shoe made of Aztran, the colored part is Corfam. A brown or black squared toed shoe is available in embossed kangaroo leather.

For the ladies, all shoes are made of Corfam.

Golden International, Inc., makes golf gloves with the crest or emblem of your club directly affixed in full color for men and women in a wide color range.

Golf and Sport Headwear Company offers hats for men and women. One model, a man's poplin bucket hat with fancy ribbon band trim comes in white, tan, light blue, yellow, lime and orange. The hat retails for \$4. George Cook, Ltd., distributes the line to golf shops.

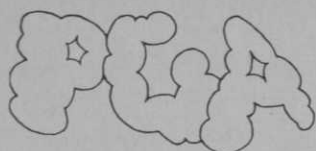
Golf Mart, Inc., distributes golf pro merchandise from the following companies: Wright Golf Shoes, Munsingwear Sportswear, Basil Elliot, Ltd., sportswear and sweaters and Matzie Golf Putters.

Great Lakes Golf Ball Company represents Munsingwear, Gulf Stream Slacks for men, Altmann of Vienna Sweaters, E.T. Wright Golf Shoes, Ray Cook Putters, Matzie Putters, Prince XII Carts, Pro-Jo Golf Shoes and Grais Jackets.

The Hadley Corp. (represented by Jack Carnahan, Inc.) makes a complete line of sportswear. Included in the line especially for the woman golfer is a cashmere polo shirt (style 70425) coordinated with a pastel plaid wool skirt with slash pockets (style 70425) in lime, blue and pink.

Harlemark International, Inc., introduces its new nylon-treated wind and rain parka top with

continued on page 118



continued from page 56

hood for men. Also sold by Harle- mark are Leemark processed ath- letic socks and peds, the Stream- liner waist to ankle girdle and Therma-Dri thermal underwear.

Haymaker, Inc. (represented by Ernie Sabayrac), offers a complete line of knits for the new season. Dacron knits in bermudas, slacks and skirts in various new fila- ments are available in a wide choice of colors. (See page 62 for more details.)

Hornung's Pro Golf Sales, Inc., offers Jockey Durene Cotton shirts in 15 colors.

Imperial Caps, Inc., offers for men: a planter's style hat in new stretchable straw; an Italian raffia straw with bandana-print band and brim binding; an English dress (Hogan style) cap in venti- lated nylon mesh; an Emblem golf cap (baseball style) in a nubby linen weave.

For women there is a reversible rain or sun hat of cotton print reversing to oxford nylon that features a flop brim.

International Golf Accessories offers the Allen Solly knitwear line for men and women.

Izod, Inc. (represented by Ernie Sabayrac), offers a completely washable outfit from the bottom up—socks, slacks, shirts and sweaters. It is all color matched and color coordinated.

In the Lacoste shirt, a new crepe and a new open sleeve model will be introduced in solids.

Jantzen Inc., makes the Three Under cardigan of one-third alpaca, one-third mohair and one-third wool. In a choice of 28 col- ors sells for \$20.

Jaymar-Ruby, Inc., represented by Jack Carnahan, Inc., makes bold-patterned shorts in blue, green or brown check on a natur- al color background.

The Johnston & Murphy Shoe Company will display its Leveler and Fairway Collection of golf shoes.

The Kimberton Company has sport shirts for men and ladies with custom designed crests.

Kountry Klub Sportswear Company, Inc., manufactures golfwear for men and women. For men there are alpaca cardigans and pullovers, wool, mohair and Orlon sweaters and shirts.

For women there are alpaca cardigans, nylon windbreakers and golf peds.

Kunik Kasuals introduces its line of men's slacks with slightly flared bottoms, men's and ladies' body shirts, ladies' pants dresses and pants skirts.

Annie Laurie Originals has added a large variety of straw and cloth hats to its 1970 line. Cloth hats range from the sporty rain hat to the lace garden type.

Lemmer-Mayer Company, Inc., features Austrian prime alpaca cardigans, pullovers and shirts, in a variety of patterns.

Hill Star features knits from France (Mailcote), from Italy (Gekigolf) and from Scotland (MacPherson).

Leon Levin Sons, Inc., repre- sented by Donald M. Temple, are the originators of the patented Q-Skirt design.

Jack D. Levine, Inc. (Par- Mate), offers gloves in a variety of colors and styles. Club emblems are available on all gloves.

McMullen Company's prints

for short skirts, slack outfits, tu- nics and vests are designed and engineered by the company.

Munsingwear, Inc. (repre- sented by Golf Mart, Inc.; Great Lakes Golf Ball Company; Pe- dersen E. J. Smith), will exhib- it its Grand-Slam Sportswear Col- lection. In the collection are golf shirts in polo, mock turtle, crew and placket styles in a variety of fabrics and blends.

Al Northrup offers Kountry Klub's new Silent Swinger wind- breaker that eliminates the swish- ing noise from the golfer's swing.

Palm Beach Company offers coats with wide lapels and deeper vents. Western and half top mod- el pants will be made with stripes and small checks.

Austin Hill, the ladies subsid- iary, features a match and mix match coordinating line of golf skirts and culotte skirts in solids stripes and prints.

Gino Paoli. Color and texture are the keynotes of this year's line. Highlighting the women's apparel are skirts, culottes and shorts. New to the Gino Paoli line are the Italian-made trousers. Some models will feature modified flared bottoms. (See page 62 for more details.)

Parker Glove Company intro- duces the All American glove and the Velcro golf glove.

Parker of Vienna, represented by Jack Carnahan, Inc., offers a variety of cardigans and V-necks for men and women. Many styles combine alpaca and suede for a front design.

Paxton Sportswear, Inc., repre- sented by Donald M. Temple, manufactures men's slacks and walking shorts.

Pegie-By-The-Sea Originals of- fers tote bags with golf designs

and appliques on the front. Totes are made of linen with vinyl or totally of vinyl.

Penfold Golf Balls, Inc., has imported gloves that are made from selected Abyssinian skins and are pre-stretched to ensure perfect fit.

Morton Knight Protective Golf-wear jackets, trousers and skirts are made of Sudanese cotton.

Herman Phillips, Ltd., represented by Donald M. Temple, imports men's knitwear featuring lises of every description.

David L. Pransky & Sons distributes the following: Springfoot hosiery, sweaters, fleeced sportswear and underwear; Vanderbilt slacks, bermuda shorts and knit shirts; Converse/Hodgman rainwear and shoes; Dexter shoes; Westchester golf bags and bag sets; Edmont-Hill super grip gloves, stick bags and accessories; Lady Vanderbilt blouses, tops, shorts, socks and peds; Swift range balls; Pro-Fashion hats, caps, clubs, balls, windbreakers and accessories and Foster-Grant sunglasses.

Pringle of Scotland, distributed by Acushnet, offers sweaters for men in cashmere, wool and lambs-wool. Cardigans, V-neck pull-overs, turtlenecks and sport shirts, all in long sleeves.

Pro-Shu Company, Inc., offers waterproof golf shoes.

Puritan Sportswear Corp. makes shirts, sweaters and cardigans in a variety of colors and materials.

Rainbow Sales offers hats, caps, rainwear and windbreakers for men and women. In addition, there are gloves and imported slacks for men. Also offered are umbrellas and Skyway golf balls.

Grant Robbins Company, Inc.,

represents Colfax Industries (Leonardo Strassi), Gregg Draddy, W. M. Schmenke and Weinbrenner Shoe Company (Mulligan shoes).

Billie Ross of the Palm Beaches offers resort hats, bags and accessories.

Royce Hosiery Mills (represented by Ernie Sabayrac) has come up with knit socks in subtle and complementary colors.

Vic Ryan & Associates represents Rosenblums of California, makers of sportswear for women.

Ernie Sabayrac represents Braemar Knitwear, Ltd., Coberknit, Esquire Sportswear, Flip-It, Foot-Joy shoes, Haymaker, Inc., Izod, Inc., Royce Hosiery, Scott Mfg. Company, Varela Slacks.

Saddleman's Inc., offers a new cotton lisle golf shirt in the full fashion collar three-button placket in colors.

David Smith offers a complete line of sportswear in easy care fabrics, including Fortrel polyester and cotton, 100 per cent polyester knit and Arnel triacetate. Sportswear is offered in prints, plaids and stripes.

E. J. Smith & Sons Company offers sportswear by Munsingwear, shirts and sweaters by Altmann of Vienna and Basil Elliot, bermudas and slacks from Mr. Links, men's and ladies' rainwear by Hodgman, men's and ladies hats and emblems by Cali-Fame, golf rubbers and umbrellas, men's and ladies' socks, ladies' peds, shoe keepers by Rochester Shoe Tree Company, Inc., bags, retrievers, grips and shop supplies.

Softouch Company, makers of Golfsox and Golfped, has a wide selection of socks and peds for men and ladies.

Star-Grip Glove Company, Inc., makes golf gloves with a patented method of closure across the back of the hand which allows the wearer to take up the stretch in the leather as it occurs.

Leonardo Strassi's Pro-Am knit golf shirts come in 50 per cent cotton lisle and 50 per cent Ban-Lon.

In the classics, there are long and short sleeves in Ban-Lon.

Available in Mertelle Wear-Dated Acrilan are a Balmoral cardigan and a mock turtleneck. The line is represented by Grant Robbins (See page 62 for more details.)

Stylist Shoe Company offers 15 new styles for '70. The top of the line features gold-colored spikes, a monk strap shoe and a no split-no-curl kiltie.

Sweet Swinger, Inc., offers skirts, culottes, bermudas (in 100 per cent polyester Duprene), blouses, sweaters, polyester and cotton tops, shifts and pantshifts.

Swell-Wear, Inc., makes a complete line of waterproof outdoor clothing which includes jackets, coats, pants and outer sportswear.

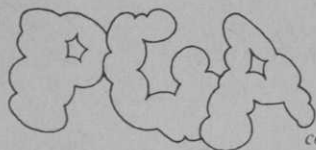
Donald M. Temple represents Leon Levin Sons, Paxton Sportswear and Herman Phillips, Ltd.

Texace Corp. offers an expanded line featuring colorful new fabrics. Included are rain hats made of Astrolon. Other Texace features are its NoSwett sweatbands and woven eyelets.

Town Talk Mfg. Company's In Color golf caps are made with a new fabric with Scotchgard finish and water repellent. Side panels are re-inforced with nylon mesh.

Towne & King, Ltd., makers of men's knitwear, offers a 100 per cent worsted spun Dacron polyester, machine washable and dryable sweaters.

continued



continued

Varela Slacks, Inc., distributed by Ernie Sabayac, offers the following new features in its Spring 1970 line: 1-3/4 inch waistband, continental pocket with a hand-picked one-inch welt and psychedelic checks.

John Van Nortwick & Assoc. represents Edwards of California sportswear, Gean Edwards golf accessories, Gyro Club Corp. golf clubs and hosiery, Swell-Wear, Inc., rain and outer sportswear, Better Made Headwear, Fairfield sportswear, Well Made Pants Company, Inc., and his own Tambour rain and wind hat.

The Voyager makes sportswear for women. Their line includes play and golf dresses with separate shorts.

Weinbrenner Shoe Corp. (represented by Grant Robbins) introduces its Pro-Am Mulligans. (See page 128 for more details.)

Well Made Pants Company's Epplee, Ltd. (represented by John Van Nortwick), offers slacks for men.

E. T. Wright & Co., Inc., represented by Golf Mart, offers a brown full weight moccasin golf style.

ACCESSORIES

John C. Caulkins, Ltd., offers imported hand-embroidered blazer crests of gold and/or silver threads.

Eastern Golf Company has a wide variety of accessories for the golfer, including vinyl bags.

Fable of Florida, Inc., offers

club automobile badges and key chains, gold-plated English blazer buttons in sets of seven and hand embroidered.

Gean-Edwards, Inc., represented by John Van Nortwick offers Chuck-A-Roo golf bags with matching hats and headcovers.

Global Golf Products, Ltd., offers its own line of golf jewelry.

Gold Crest, Ltd., offers crests for sweaters and caps, crested jewelry and blazers, enamel badges, crested glassware, framed trophy crests and desk name plaques.

Gold Crown Products offers self-polishing Naughahyde headcovers with a simulated lambswool, which is impregnated with polish, in 19 combinations.

Tom Hill Golf Company's Bal-Bak ball has an anodized aluminum shaft which extends to eight feet 10 inches, it has Teflon slide bearings.

Kristal Kraft makes Pro-Kit golf club refinishing kit. Each kit contains Pro Strip (liquid finish remover), Pro-Stain (in a choice of four colors—black, cherry red, mahogany or walnut—Pro-Pour finish and all the tools required and complete instructions.

Edward W. Lane Company presents an expanded line of golfing prizes and awards.

Miller Golf Company makes a wide range of accessories including bag and membership tags.

Original Fur Company makes real lambs-fur golf headcovers, putter covers, berets and shoe buffers in long shaggy or sheared fur. All items are available in 18 colors and any combination of colors can be put together.

Al Northup handles the accessories of Coleman Golf Corp., Dayton Stencil Works and his own Score with Northup products.

Reliable of Milwaukee offers golf accessories for men and women and Club-Sox for woods and putters.

Scott Mfg. Company's new Travel Covers are made of canvas duck that is mildew and water repellent. They have an extra large 46-inch circumference and are 50 inches long with a 12-inch bottom and are made with a heavy duty brass zipper.

Sports Novelties offers the golfer novelties of all kinds. Included are Golf Ball Marker Key Chains, golf jewelry and figurines.

Dick Watson introduces a new gift item for the golfer. The Owl Combo is a combination tee, golf ball and caddie marker.

Allsop Automatic, Inc., offers the Shoe-In valet and traveler. This unique shoe rack straightens the sole and maintains a much larger wearing surface, straightens the upper, allows air drying.

OTHER

Atlantic Golf Equipment Company carries a complete line of range balls, dispensers, washers, ball pickers, mats, mowers, pails, tees, flags, flag poles, cup cutters, markers, and rakes.

Datano Products Div., Dayton Stencil Works Company, makes golf bag tags and golf signs.*

DeVac, Inc., introduces teaching device, the Assistant Pro, for both class and individual instruction.

Display Creations has a wide selection of display units and

continued on page 128

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PRINT

continued from page 62

ron woven crepe-look trouser which will not wrinkle in the suitcase and is guaranteed to look fresh all spring. In styling there is a western pocket model which comes in full color range (\$20).

Weinbrenner Shoe Corp. has a new line for spring '70 under the Pro-Am Mulligans label. There is a U wing pattern with a hard composition sole, in gray/white, red/white, black/white and solid brown (\$34). There is also a golfer's choice of two monk strap styles (\$32, each).

For complete addresses of the companies listed above and more information on their lines, write indicating the name of the manufacturer(s), to Fashion Editor, GOLFDOM, 235 East 45th Street, New York, N.Y. 10017.

WASHINGTON CUTS BACK

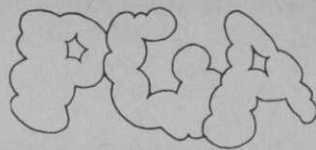
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its stand. President Nixon is determined to cut back on inflation and a tight money policy, aimed at halting inflation, is part of that fight. This means that interest rates will be kept high for the foreseeable future.

And Government officials point out that it would be inconsistent at this time to continue low cost Government loan programs while regular commercial banks have raised their rates drastically.

Opponents of the Government's move believe that golf courses create great amounts of increased taxable acreage, affecting the tax rolls of the communities in which they are located. The increased taxes derived from the land, they go on, exceeds the subsidized interest rate.

Another objection is that "green belt" areas serve not only as recreational sites, but also as a kind of aesthetic relief from the gray monotony of asphalt and concrete. □



store fixtures needed on the pro shop.

Golf Specialties, Inc., offers nylon golf practice cages. Series "G" cages are for indoor use, Series "D" and "W" cages are without frames.

John W. Mahoney (PGA) offers long drive and proximity Markers.

Teleos Industries Corp. introduces the Galaxy T10, the cage that returns the ball. The Galaxy T10 features Weather-Rite Netting in black to resist wear and the elements, Energy Absorbing Baffle which increases safety.

Wittek Golf Range Supply Company, Inc. offers the Wittek Umbrella Stand designed to hold 12 umbrellas.

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CMAA

The 1971 Club

Managers Assn. of

America conference, held at the Fairmont Hotel will be hosted by the San Francisco and Northern California chapters. Past president of CMAA, John Bennett of the San Francisco Commercial Club, is the general chairman, and he is being aided by most of the members of the chapter and their wives.

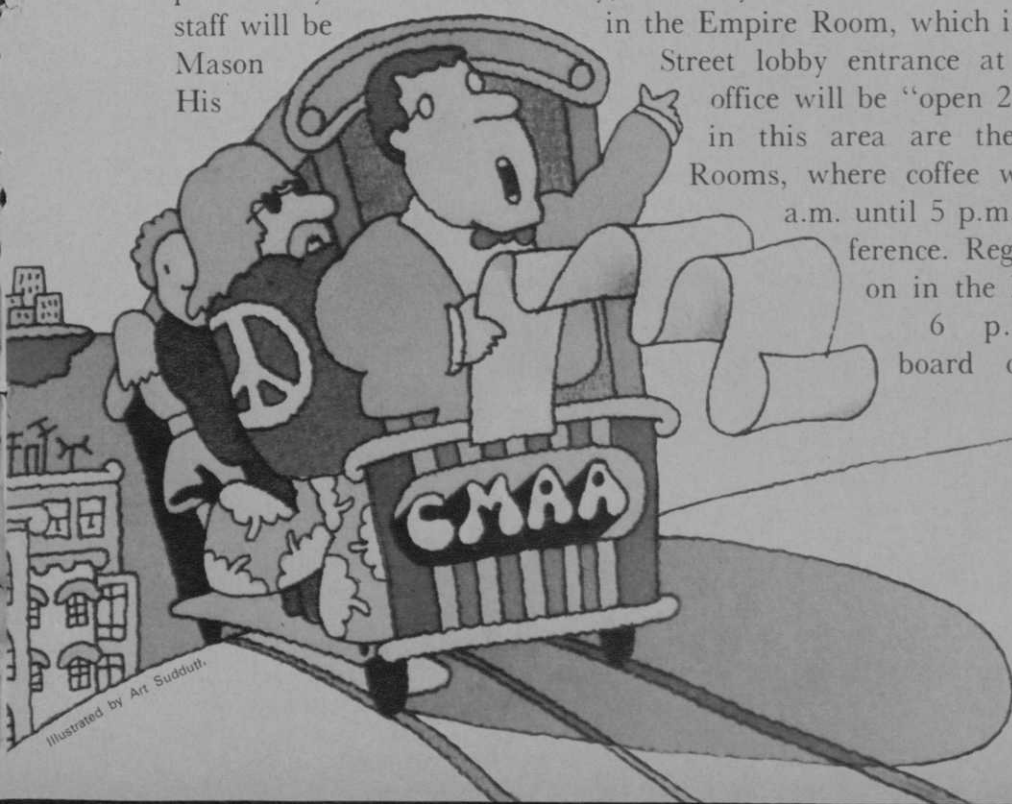
The conference is officially scheduled to begin on Wednesday, February 4th, but that is really when it gets down to business. For many of the attendees, it will begin with a trip to Las Vegas, which is being sponsored by the Greater Chicago Chapter and is scheduled to leave January 30th from Chicago and Detroit.

Others will be vacationing in California and San Francisco, and it is conceivable that some may have arrived on the West Coast as early as mid-January. It is quite possible that some will go via Los Angeles to revisit the conference site of 1967.

If I may make a suggestion, everyone who is coming to the conference should plan to spend a few days before, or a few days after, touring the Bay Area. Because sightseeing is a normal part of attending any conference, and San Francisco is a particularly fascinating city, I suggest that you do a bit of traveling on your own while there. Men should bring fall suits, a light combination top coat-rain coat, bermuda shorts, a pair of comfortable shoes, some soft slacks, a sweater, a light jacket and golf clubs. Plan to do some walking in the various areas of Fisherman's Wharf, Chinatown, Twin Peaks and Golden Gate Park. Women should bring a minimum of things, and then plan to use some of the great shopping facilities that exist in this area. Also, bring comfortable shoes and some comfortable clothes in which to enjoy your stroll.

Here is a rundown of the program that will take place. The conference will begin preliminary activities on Sunday, February 1st. Executive director, Ed Lyon and his staff will be in the Empire Room, which is just to the left of the Mason Street lobby entrance at the Fairmont Hotel. His office will be "open 24 hours" a day. Also, in this area are the Garden and Green Rooms, where coffee will be served from 8 a.m. until 5 p.m. every day of the conference. Registration will be going on in the lobby from noon until 6 p.m., and CMAA's board of directors will be

continued





continued

holding their meeting from 9 a.m. until 6 p.m. in the French Room.

Incidentally, Sunday can be the ideal day to rent a car or take a walking trip of the city during the daylight hours. The evening can be the beginning of some epicurean exploration of the famed and varied restaurants of the city.

Monday, February 2d, will have virtually the same activities as Sunday, except that registration will begin at 8 a.m. in the lobby and continue until 6 p.m.

Tuesday, February 3d, will be an active day, even though the conference does not begin until Wednesday. Again, registration will be going on in the lobby for the entire day. From 8 a.m. until 5 p.m. in the 20th Century, State, Frontier, Far East and California Rooms, there will be a continuous showing of audio visual films and a display of CMAA sales materials. Here one can view interesting films, slides and audio visual presentations concerning areas of club management interests. In this area, too, will be the annual Idea Fair.

At noon and continuing until about 2 p.m., the Past Presidents Luncheon will be held in the Florentine Room. After they have left, the nominating committee meeting will be held in the same room from 4 to 5:30 p.m. At 2 p.m. the chapter officers will assemble in the Hunt Room for their meeting and the certification committee has been invited to meet in Ed Lyon's suite from 4 until 5:30 p.m.

Wednesday, February 4th, is opening day. Here is a rundown of the day's activities. The national office, the coffee and hospitality area and registration will begin at 8 a.m. At 9 o'clock in the Grand Ball Room, the opening session will begin, at which the keynote speaker will be Dr. John R.

Searle, who will bring to us some of the issues of our times as he talks on "Confrontation and Confusion on the American Campus." Following the opening session a reception will be held in the Terrace and Vanderbilt Rooms from 11:30 until 12:30 and then members and wives return to the Grand Ball Room for the opening luncheon.

After luncheon the men return to the Terrace and Vanderbilt Rooms for the annual legal clinic and meeting.

On Thursday, February 5th, the seminars begin. Here is a look at the line up: "Correct Wine Service for Private Clubs"; "Manpower—Where to Find It and How to Keep It"; "Narcotics Abuse and How It Affects Our Society"; "Your Image Through Housekeeping"; "Insurance Problems Most Commonly Overlooked by Clubs"; and "Teenagers in Private Clubs."

During the 11:30 a.m. to 2 p.m. period the seminars will recess for a reception in the Grand Ball Room followed by luncheon. At the luncheon, Ray Montsalvatge will speak and the title of his talk is "Uncork Your Hidden Talents." After luncheon the seminars will continue.

At 6 p.m. there will be a reception in the Terrace and Vanderbilt Rooms, followed by a dinner party at 7 p.m. in the Grand Ball Room.

Friday, February 6th, is special Problems Round Tables Day in the various rooms of the mezzanine level. The town club managers will go to this area in the morning, while the country club managers are gathering Instantaneous Ideas at the Selectravote session in the Golf Room. After an 11:30 a.m. reception followed by luncheon in the Grand Ball Room, the order will reverse.

Friday evening is open.

Saturday, February 7th, begins with the opening of the CMAA office and the coffee room at 8 a.m. At 9 a.m. in the Venetian

Room the attending members of CMAA will assemble for the closing session, which includes the annual meeting and election of officers. Awards will be given to the worthy recipients, committees will report on their activities during the conference and new names will come onto CMAA's board of directors.

After the meeting closes, there will be another reception and luncheon from 11:30 until 2 p.m. in the Grand Ball Room.

At 7 p.m. in the Terrace and Vanderbilt Rooms, the final reception will be held followed by the annual formal dinner and dance.

Sunday morning, February 8th, is the last day of the conference. The national office remains open until noon and a buffet breakfast is served for all from 7:30 a.m. until 11 a.m. as a final farewell. Up in the Green Room, the board of directors will go back to work, with their new members. That evening, they will be joined by their wives for a dinner.

The CMAA conference combines many things: education, social affairs, business meetings and entertainment. It is also a week in which a manager has the opportunity to gain ideas, education and inspiration to help him in his work, but it also engenders in him the desire and knowledge to do a better job.

There should be little time spent by any club in deciding whether or not to send its manager, superintendent or professional to an educational conference. There should be less consideration given to the financial aspects and absence from the facilities for these persons. With the rapidly changing areas of technology, legal aspects, employee training and labor saving methods, and the need for innovation, efficiency and promotional activities, what club can afford not to send their top personnel to these gateways to ideas?

—Jerry Marlatt

GCSAA

The 41st Golf Course Superintendents Assn. of America conference in Houston, Tex., February 8 to 13, will be the largest gathering of turf specialists ever assembled, with attendance expecting to top the 1969 figure of 3,000.

Although Houston may lack some of the glamour of last year's site, Miami Beach, it has a special Texan sparkle all its own and is one of the two fastest growing cities in the United States.

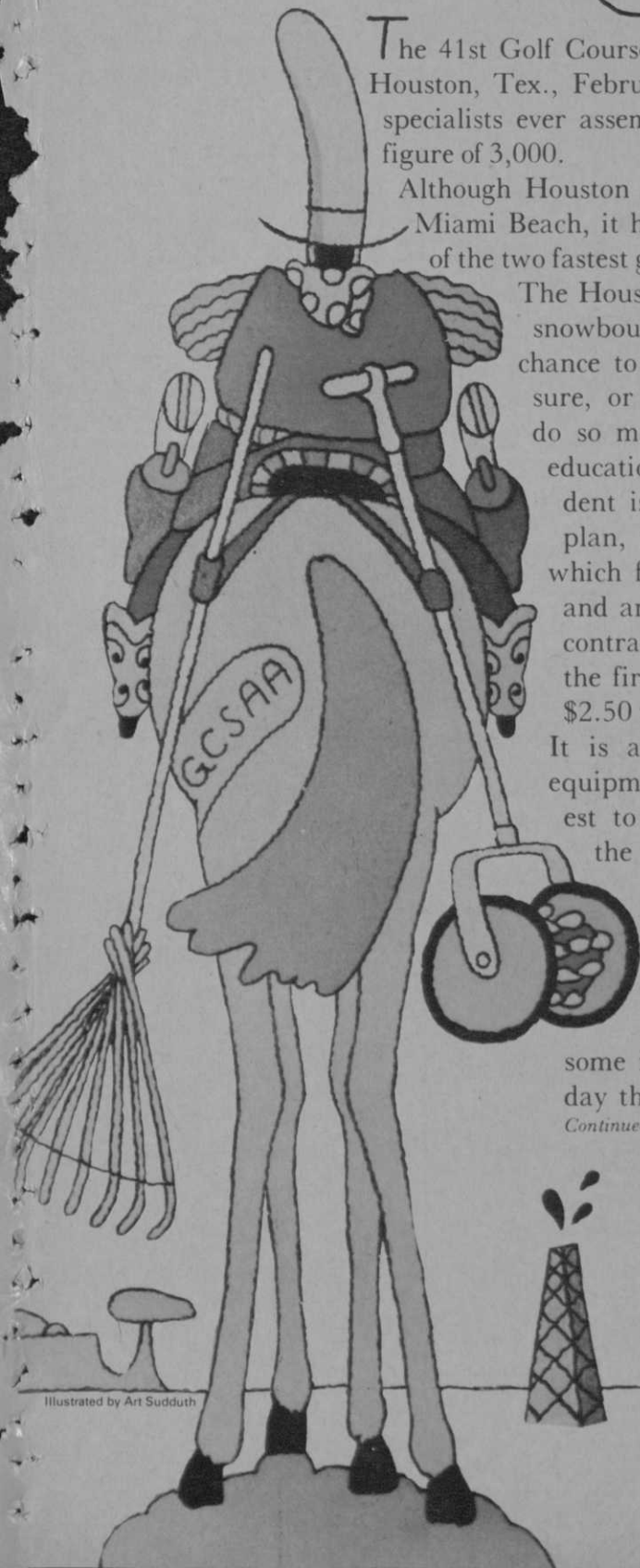
The Houston location will be also a strong attraction for the snowbound turfman of the North, who will welcome the chance to unlimber the clubs and mix business with pleasure, or more accurately, mix vacation with business as do so many golf course superintendents. A glance at the educational program shows that the modern superintendent is operating on a broader and more sophisticated plan, in contrast to the programs of by-gone years, which featured such topics as resodding a putting green and animal versus chemical fertilizer (in 1929). Also, in contrast were the annual dues, \$5 and the room rates at the first conference at the Hotel Sherman in Chicago—\$2.50 to \$3.95 a night.

It is also noteworthy that although the supplies and equipment on display in Houston will be of direct interest to the course superintendent, this was not always the case. The program of 1927 lists exhibits in such areas as sports equipment and fishing gear; clubs and golf balls; refrigeration equipment; playground equipment, chicken manure; shower slippers; and golf and fishing equipment.

Although there may be a chuckle or two over some items, remember this was the start of what is today the greatest show on turf.

—Bill Smart

Continued



Illustrated by Art Sudduth



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continued

The following are highlights of the merchandise that various manufacturers, distributors and representatives will be exhibiting at the PGA show.

The companies appearing on the following pages are those which have indicated to GOLFDOM that they will be at the show; it does not, therefore, represent an official exhibitors listing. An asterisk * following a company's entry indicates that specific details on its product lines were not available by press time.

GOLF AND UTILITY CARS

Club Car, Inc., introduces the four-wheel Carоче, an automotive type electric golf car. The Carоче is powered by a double reduction gear drive transmission. It uses automotive type hydraulic wheel brakes on both rear wheels. Other features include pedal controls, leaf springs, adjustable back support seating and wide track wheels. The Carоче weighs 810 pounds and has a detachable four-bag attachment enabling it to hold up to four people.

The Stevens Utility Car for golf course maintenance is an electrically powered car with a fiberglass body which will not rust, corrode or dent and a lightweight aluminum frame for stability.

Harley Davidson makes the Utilicar line of utility cars in gas-



oline or electric models. The body is of heavy-gauge steel and impact-resistant fiberglass, with a minimum gross carrying capacity of 750 pounds.

Texas Refinery Corp. makes TRC tire seal for golf cars and a complete line of specialized lubricants for golf course equipment.

IRRIGATION EQUIPMENT

Aqua-Dial makes two lines of controllers—the 511 and 523 Controllers and the Ace-11 and Ace-23 Controllers. Both model lines are fully automatic, but differ in features.

In rotary pop-up sprinklers, there is the full-circle Aqua-Dial 13, the part-circle Aqua-Dial 14 and the full-circle Aqua-Dial 15—all are gear driven.

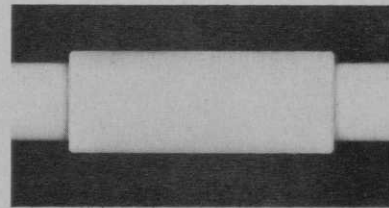
Valves offered are the 5110 valve, an automatic diaphragm valve and the 5136 valve, an electric automatic diaphragm valve.

Buckner Sprinkler makes a complete line of irrigation equipment, including electric controllers, automatic valves and various types of sprinkler heads.

Cast Iron Pipe Research Assn. will offer literature pertaining to cast and ductil cast iron pipe used in irrigation systems, manufactured by members of the association: Alabama Pipe Company, American Cast Iron Pipe Company, Clow Corp., Glamorgan Pipe & Foundry Company, Lone Star Steel Corp., Lynchburg Foundry Company, McWane Cast Iron Pipe Company, Pacific States Cast Iron Pipe Company, United States Pipe & Foundry Company.

Certain-teed Products Corp. introduces Fluid-Tite PVC Twin Gasket coupling in a choice of solvent weld or gasket joint PVC

water piping systems. The coupling has a thick, rugged wall with straight outside diameter.



Certa-Stop inner shoulders automatically stop the pipe in proper position during installation to allow for both thermal expansion and contraction.

Ethyl Corp., Visiqueen Division, will feature white PVC plastic pipe for irrigation.

Febco, Inc., offers a wide range of lawn and turf irrigation equipment. Included are underground lawn sprays and accessories, quick coupling valves, couplers and hose swivels, portable full- and part-cycle sprinklers, rotary pop-up sprinklers, remote control valves, automatic controllers and accessories.

Griswold Controls now offers a modularized irrigation system. The modular system is composed of two basic types of control modules: system and station control modules. System control modules keep time and initiate scheduled irrigation. Station control modules supply electrical power to the valves according to predetermined schedules. System modules initiate irrigation programs while station modules execute irrigation programs.

Hays Mfg. Company offers two series of Marfaid valves (series 3110 and 3112), which have interchangeable parts and are available in seven sizes. Full ported flow-away and large body chamber give maximum flow with minimum pressure drop. The valve closing will not jam on small par-

ticles such as sand and the valves close automatically if electricity fails or the flexing portion of the diaphragm ruptures.

Irrigation Consultants, Inc.*

Moody Sprinkler Company, Inc., features its line of automatic irrigation controllers and valves. The model M-E-10P controller is used for controlling the irrigation of a golf course and lists for \$296.50.

Rain Bird Sprinkler Mfg. Company makes a full line of irrigation equipment, including automatic equipment controllers and valves, rotors, spray heads and impact sprinklers.

Rain-O-Mat Sprinklers, Inc., will have a new 1 1/4 inch riser rotary pop-up golf course sprinkler designed to take up to one-half inch nozzle.

Skinner Irrigation Company introduces a new concept in central control for automatic irrigation, which will include a new central control panel. The equipment will not be a stock item, but will be custom made.

Smith Blair makes the 342 Plastic Saddle for plastic pipe featuring a polypropylene body with stainless steel reinforcing cap to insure permanent thread fit. Installation is permanent and simple and does not require the use of bonding agents or special tools.

Thompson Turf Irrigation Equipment offers sprinklers for every need—surface, shrubbery, heavy duty and pop-up models.

Toro Mfg. Corp. offers the Vari-Time Central Control System. One Controller signals green and tee satellites simultaneously. An-

other starts nine fairway satellites; a third starts nine second fairway satellites. Once started, a satellite will operate independently of the others. The Vari-Time Central Control has a 14-day program with a 24-hour dial on-off switch which can cancel a watering schedule. Suggested list price: \$195.

The eleven-station Vari-Time Satellite Controller has variable



timing—zero to nine minutes or zero to 30 minutes—manual or semi-automatic over-ride and hydraulic or electric. Suggested retail price: \$275.

Weather-matic Division, Telsco Industries, offers a complete line of lawn sprinkler systems. Included in the lawn spray head line are the Lawnmaster, featuring two-inch pop-up action and nylon adjustable riser; the Super-Pop, which is moderately priced and features two-inch pop-up action (does not have adjustable riser), and the economical Excel with 1 1/8-inch pop-up action. All have cast bronze bodies.

The Rain-Stat automatically turns the sprinkler system off when it rains, then permits the controller to resume normal operation when needed.

MAINTENANCE VEHICLES

Bruce Mfg. Corp. offers Pug utility vehicles. Pug comes in either front wheel or four-wheel drive. The four-wheel drive can be added to the front wheel drive.

Bunton Company introduces the

4-Way Edge-Trimmer. It edges with the vertical blade and trims with the horizontal blade at the same time. A single, handle-mounted control lever both engages the vertical blade and selects the cutting depth.

The Champion Company makes the Doo-All Roll-Dump Trailers with Terra-Tires. The Model 05130 is available with hoppers in three-fourths or one cubic yard capacities which can carry up to 5,000 pound loads. Model 12540, equipped with a 1-1/2 or two cubic yard hopper handles loads of up to 10,000 pounds.

Cony America offers three vehicles in its 360 line—the wide panel van, the wide truck with fixed or drop side and the topless model. All 360s have horizontal opposed, two cylinder gasoline engine, four forward speeds and one reverse.

Cushman Motors makes the four-wheel Turf-Truckster, developed to cope with turf application requirements. It carries driver and passenger, dumps, sprays, tows fairway gang mowers and hauls equipment. The Turf-Truckster features an air-cooled 18hp engine and has a 1,000 pound payload capacity.



The three-wheel Turf-Truckster has a wide box body and comes with 12 or 18hp engine.

In the 1970 model gasoline-powered Turf Minute-Miser, the front suspension has been changed to trailing-link design with two coil springs.

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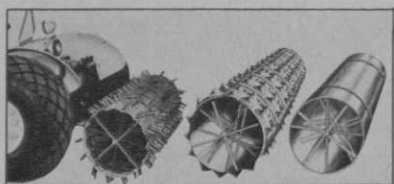
*Information was not available at press time

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Cyclone Seeder Company, Inc., offers the Cyclone line of broadcast spreading equipment including hand-push, and hand-crank machines and tractor-pull and truck or tractor-mounted PTO and electric machines.

Dedoes Industries, Inc., offers the Dedoes Turf Maintenance System which permits any standard tractor to do aerating, slicing and rolling operations. The



system consists of a conversion unit, which utilizes the tractor's hydraulic system, plus a turf aerating cylinder, a turf slicing cylinder and a six-foot turf roller.

Excel Industries, Inc., introduces its new Tilt Deck Trailer with a three-inch box-steel frame, four-ply tires, ball-type hitch with safety chain, 2,000 pound capacity, heavy-duty 11 and 14 gauge ramps hinged to raise automatically and weighing 420 pounds.

E-Z-Go Car Div., Textron, Inc., offers the GT-7 Turf Truck with a gasoline engine and automo-



tive steering. The GT-7 features double seats with back rests, 950 by 86-ply Terra-Tires, dump body (corrosive resistant), trailer

hitch, dual headlights, 35 amp alternator, ammeter, oil pressure indicator, speedometer, heavy-duty shock absorbers, automotive hydraulic internal expanding brakes, and an 18hp Onan engine. Suggested retail: \$1,788.

E-Z Rake, Inc., offers vacuums, thatchers and rakes. Two vacuum models are available: Model 40 fits larger tractors and Model 30 has its own cart and bag.

Ford Motor Company will display the 4000 Special tractor equipped with a rotary cutter. The 4000 Special has a low silhouette, light weight and a short wheel base. The 4000 is said to be easy-to-get-on, easy-to-get-off and has excellent maneuverability. The 4000 Special offers 52 PTO-horsepower, sealed brakes, independent PTO, 14.9 by 28-inch rear wheels, plus standard power adjusted rear wheels, deluxe seat and differential lock.

Giant-Vac Mfg. Inc., produces a full line of heavy-duty Giant-Vacs, blowers and thatchers for all maintenance requirements. Giant-Vac offers a PTO driven power unit which performs many functions. Propelled by a standard tractor, this unit with available accessories can be operated as a double headed blower, cleaning many acres per hour. Attachments are available which convert the Blower to the Truck Loader. This PTO unit is readily changed to a six-foot vacuum machine. The Thatcher can be added to the vacuum head. Horsepower units range from 12 to 65. Hand operated vacuums range from five to 10hp and Giant-Blos range from five to 65hp.

Hahn Lawn and Turf Products offers the GT-700 gear-driven and hydrostatic drive tractors; Pow-R-Pro Deluxe 8-6 rotary mowers with automatic choke, engine cover and fold-down handle; Super 10-6 rotary

mowers with a 3-1/2hp engine and a belt-driven blade on some models, steel housing rotary mowers with direct drive; 21-Inch High wheel rotary mowers with belt-driven blade; rotary tillers with vertical shaft or horizontal shaft, 30-inch LTD 500 riding mowers with gear transaxle drive or the 26-Inch with friction drive transmission, cast iron frame, self-propelled reel mowers; Aerifiers and verti-cutters, the Aeri-Vac turfgrass vacuum and the Flex-A-Matic 140 mower.

In the West Point line there are the Master Verti-Cut with Catch-Master, the VC-20 Verti-Cut mower with Catcher and the VC-5 Verti-Cut. Also by West Point is the Verifier puncher, the Grasslan Aerifier, the JR Aerifier, the Aeri-Spiker, the three gang Power Drag for greens matting, the Big Boy S-4000 spreader and Aerifier spoons, blades and tines.

International Harvester Company introduces its International Cub Cadet model 127 all purpose lawn and garden tractor for which 60 attachments are available. Also new is the Sandrake for golf course use.

Jacobsen Mfg. Company makes the Turf King mower, which has three power-driven units fully ar-



ticulated to follow uneven ground contours. Featuring variable forward speeds plus reverse, it allows close work and trimming.

Kohler Company makes 10hp, 12hp and 14hp engines that have identical dimensions. Since the

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three engines are interchangeable, manufacturers can design one piece of equipment and offer it with a choice of horsepower.

Kut-Kwick Corp. offers Models J, H, EDV and HR commercial mowing equipment. The Models J feature the JV920-36-inch cut, J900-31-inch cut and the JVOM 920-40-inch cut mowers. All are rotary, extra heavy duty type with self-propelled forward and reverse mowers.

Models H include the H920-48-inch cut without front cutting, oil bath gear drive, steel deck, five forward speeds, neutral and reverse, the H920 36-inch cut and the H1250-60-inch cut made for large area mowing.

Models EDV offered are the EVD 920 36-inch L walking model or with rider and the EDV 920 36-inch with skip deck.

Models HR are the H920-48RE 48-inch cut with steering wheel control, the H920-36R 36-inch cut also with steering wheel control and the H1250-60RE 60-inch cut for large area mowing.

Lely South West, Inc., offers a complete line of spreaders. Standard features include the forced feeding system with ejector disk and an adjustable spread pattern of up to 52 feet wide. There is a choice of spread patterns.

Lely also manufactures the Buryvator for rotary cultivation plus burying capabilities. This Buryvating action is achieved by rotor and underhood spring tines which deflect large lumps into the bottom and sieve fine soil to cover the lumps.

Lindig Mfg. Corp. has the KT-12 Shredder/Screeners which combines low level feed, patented shredding and high discharge into one compact Tractor-Fed unit.

The KT-12, discharges directly into topdresser, trailer, utility vehicle or soil cart. Feeding, shredding, elevating, screening and loading are done in one mechanized operation.

Also new is the line of Porta-Screeners which include sizes for varying applications, ranging from small manual operations to medium volume mechanized applications.

Locke Mfg. Company, Inc., makes a reel mower designed without forward casters or gauging wheels to knock down uncut grass. The mower will turn sharply without raising the cutter units or matting the grass. Counterbalancing of cutter units permits them to follow the natural contours of an undulating lawn.

The MS Series 22-, 24- and 26-inch cut rotary mowers are available in push or self-propelled unit. The MP-5, which also comes in push or self-propelled, is a highwheeler that permits operator to disengage the mower for easier engine starting.

Massey Ferguson, Inc., will show the MF 20 Turf Tractor and MF 40 Tractor Loader. The MF 20 features low center of gravity, gas or diesel power, standard or manual shuttle transmission and a choice of dual or high-flotation rear tires and wheels. The MF 40 features gas or diesel engine, manual shuttle or instant reverse transmission.

Mott Corp. makes the Hammer Knife safety flail mowers which mow, shred weeds, mulch leaves and renovate. There is a heavy-duty three-point hitch mower in 60- or 72-inch models; the Hammer-Knife mowers with easy maneuverability either walking or riding; the Model 88 safety mower; the powered walk-behind 18A and International tractors.

National Mower Company makes the 68 Inch Triplex. The

tractor is made of welded tubular steel. All gears are machined from solid steel.

The 84 Inch Triplex has a tractor engine of Wisconsin AENL 9.2hp or Briggs & Stratton 10hp. The mowers are three 30-inch units power driven and free floating to follow ground contours.

Princeton Turf Farms, Inc., introduces the Princeton Harvester which cuts, sizes, palletizes and unloads. The Harvester, which is operated by three men, rolls on large flotation tires.

Rogers Mfg. Company, subsidiary of Jacobsen, offers the Model 12 Truck, featuring a four by four-foot all-steel, low level bed with a 30-inch ramp load tailgate, rugged all-welded steel construction, 12 or 14hp engine, heavy-



duty four-speed transmission, and carries up to 1,000 pounds.

The Model 720 Sweeper covers a five-foot swath, holds five cubic feet of trash.

The 720E has its own 12hp engine and universal hitch, and the deluxe 720-E-HL features hydraulic lift dumping. The Model 154 Riding Sweeper gathers wet or dry grass clippings and has a 48-inch sweeping width.

The Model 40 Blower has a 250 mph blast, a three-point hitch, chain driven 36-inch impeller and all-steel welded frame.

The Model 522 Aero-Spiker

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spikes and aerates, allowing air, moisture and fertilizer into the soil. The four hp engine allows operating speed sufficient to cover over 29,000 square feet per hour.

Aero Blades come in four models—512, 510 which handles vertical cutting, spiking, deep shatter aerification, and both models remove thatch, renovate, prepare seed beds and relieve compaction; 507 standard unit with .032 gauge; two pointed blades with three-fourths inch spacing, and the 504, a self powered four or six hp verticle mower.

The Aero-Blade 548 removes thatch, aerates, renovates, tills plants, spikes and prepares seed beds. It has a three-point hitch, PTO drive and four-foot cutting width.

Models 590 and 595 Aerators are built in sections with two wheels per contour unit. Equipped with either full length or individual weight trays, these machines permit contour following on uneven ground, plus full machine weight on hard packed areas.

Roseman Mower Corp. offers the seven-gang Hydraulic Transport Mower and the Hydraulic Transport Lo-Cut mower. The Hydraulic Transport Lo-Cut has



a 10 blade, high-speed for mowing the new grass strains that require low cutting heights of three-eighths inches with a one-half inch frequency of cut. Two rakes, the Tiller Rake, on which 32 spring-loaded thatching tines are spaced at about four-inch in-

tervals to prevent raking or build-up of debris, are also available.

Royer Foundry & Machine Company offers two new shredders, the 180 and the Superintendent 120. The 180 combines shredding, blending, aerating and cleaning in one action. The Su-



perintendent 120, a low-priced model, features feed conveyor, automatic and continuous trash removal and discharge.

Ryan Turf Equipment offers turf-care products for all needs. Many items are available as rental units. These include Ren-O-Thin power rake, Motoraire self-propelled turf aerator, Lawnaire self-propelled and tractor-drawn lawn turf aerators and JR Sod Cutter.

Sand Master Div.'s sand separators are said to meet three specific needs: reduction of high-wear areas, economy in application and adaptability to all sand removal situations. Available in three different types—submersible, inline and industrial, Sand Master is capable of removing up to 95 per cent (by weight) of all sands up to 200 mesh (.0029 inches or 74 microns).

Sod Master Company, a subsidiary of Jacobsen, offers Mete-R-Matic, a powered top dresser. Also available is the Sub-Air, which tills sub-soil without punching or spooning.

The Bantam Sod Cutter is a compact unit that cuts sod at the rate of 150 feet per minute.

The Edge-R-Rite offers a new edging method to remove a complete sod strip at one time.

Toro Mfg. Company, in addition to its irrigation equipment (see p. 73), will be showing its extensive line of institutional mowing equipment.*

Turf Vac Company introduces the new Model 70 4 1/2-foot, self-propelled Turf Vac sweeper. Also new are the PTO drives for various Fairway Master Models.

In addition Turf Vac also offers Blowers and self-powered units.

The Vandermolen Corp. offers the Diadem line of fertilizer spreaders and seeders, which features a uniform spread pattern. Model K 65A holds about 800 pounds of granular fertilizer, Model K 600 holds 1,500 pounds and Model GK-15, 2,200 pounds.

Viking Mfg. Company, Div. of Allied Farm Equipment, Inc., offers the Roller Blade one-tool tractor attachment for overseeding, scarifying, fertilizing, leveling, aerating, slicing and rolling.

Warren's Turf Nursery imports from Ransomes Sims & Jefferies, Ltd., England, a heavy-duty Hydraulic Power 5/7 Gang Mower for cutting large areas of grass.



This is suitable for attaching to the Ford 3000 and Ferguson 135 range of tractors. Also in the line

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are the Gang Mowers, the Sport-cutter (a 10-unit mower) and the Magna (a 12-unit mower) for cutting grass up to five inches and eight inches high, respectively. The Certes 16-inch and the 20-inch Auto-Certes are both hand putting mowers.

York Modern Corp. introduces its Professional, Model Pro rake, which allows the rake angle to be changed hydraulically from the tractor seat to an infinite number of rake angle positions,

John Bean Div., FMC Corp., offers the Rotocast air spraying attachment mounted in conjunction with hydraulic sprayer featuring remote hydraulic controls and controlled pattern and direction.

The Turfkeeper, models 1010-G and 1010-GE, is a compact, versatile golf course sprayer designed for use with utility-type vehicles. The 1010-G has a 100-gallon fiberglass tank, a lightweight, three-section 15-foot boom with five-foot fold-away wings, 18 nozzles spaced at 10 inches. It requires 860 rpm on the power take-off to operate the Royalette Pump—10 gallons per minute at up to 500 pounds pressure; V-Belt PTO drive with guard; and a Mechanical Agitator to keep the spray solution mixed. The 1010-GE offers an alternative choice of a completely self-contained golf course sprayer with a gasoline engine drive.

TURF PRODUCTS, SPRAYERS

Agrico Chemical Company makes turf products.*

Aquatrols Corp. of America offers Aqua-Gro, Aqua-T and Aqua-Gro Granular soil wetting

*Information was not available at press time

agents and Stoma-Seal chemical control for Wilt.

Borden Chemical Inc., announces Greens & Fairways NO PHOS 15-0-15, which is designed for *Poa annua* control.

Greens & Fairways 10-3-7 Bug Knocker contains Chlordane for insect control plus 1 per cent iron.

The Broyhill Company has its 960 Series of high pressure turf and industrial sprayers with a tank capacity of 230 or 300 gallons. The pumping system contains a four piston 10 gpm at 500 psi driven by nine hp engine.

The 1660 Spra-Mate Series features a 150-gallon tank with an epoxy lining. The trailer is a low silhouette with 9.50 by 8 inch flotation tires or with standard 14-inch rims.

Certified Laboratories introduces Turftec W/A, which kills and controls snow mold, dollar spot, pink patch, bluegrass blight.

Liquid chemicals include fertilizers: Ever-Green and Lawn-Green; chelated iron: Soil-I-Ron; soil penetrant; Deep Penetrant; weed killers: C-100, AS-90, C-300, C-795; crabgrass killer: C-400; soil sterilant: AS-655; fungicide: L.T.F.; insecticide: BP-977 and foliage spray: All-Safe.

In the Comet-II System, products include Com-Gro concentrated liquid plant food; Com-Pen penetrating chemical concentrate; Com-Kill weed killer; Neutra-Plus micronutrient supplement; Aptrex soil sterilant; Multi-Cide, for exceptional municipal insect control; Secti-Cide insecticide and the Comet II.

Chanderlin Seed Company, Inc.*

Chemagro Corp. offers Dyrene turf fungicide, which controls blight, leaf spot, melting-out, copper spot, rust, dollar spot, brown patch and snow mold for two weeks or longer and Dexon turf

fungicide for the control of pythium cotton blight.

Chemical Systems Corp.*

W.A. Cleary Corp. makes PM-AS herbicide-fungicide for the prevention and control of crabgrass and other turf diseases. Methar products, used for killing crabgrass, are available in liquid and powder forms. Cleary also puts out Spotrete, a dry 75 per cent Thiram fungicide, Caddy, a liquid cadmium fungicide and Thimer, a dry, broad spectrum fungicide.

Cloro-Spray Corp. features Ferro-Spray Plus, a high analysis liquid fertilizer combined with an iron chelate solution, which is soluble in cold water and will remain stable. Price: \$3.95 a gallon. Dew Down Xtra organic wetting agent contains chlorophyll, enabling plants to carry on photosynthesis.

Diamond Shamrock Chemical Company offers Dacthal, a pre-emergence weed control product for crabgrass and *Poa annua*, available as a wettable powder and a 5 per cent granule. Daconil 2787 is a broad spectrum non-mercurial fungicide. Dacamine is a proprietary postemergence weed control herbicide for controlling thistles, knotweed, dandelions and other hard to kill broadleaf weeds. Dacagin spray adjuvant is used with herbicides for minimizing drift control when spraying around shrubs and ornamentals.

Doggett Fison Company offers the Hydro-Matic System which fertilizes while watering. The system consists of a water sensing device that precisely measures each gallon of water pumped from the main well pump. This measurement is carried electronically to the Translator which directs the feed control pump to auto-

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matically inject a pre-set ration of fertilizer solution in direct proportion to the water flow.

E. I. DuPont de Nemours & Company, Inc., introduces two fungicides—Tersan LSR and Tersan SP. Tersan LSR is a non-mercurial turf fungicide for the



prevention and control of large brown patch, rust and leaf spot. Tersan SP is also a non-mercurial fungicide, but for the control of snow mold and pythium.

Eagle Picher makes Dialoam, a turf conditioner composed of a granular diatomite material.

Elanco Products Company makes Balan Granular, a pre-emergence weed killer, which is said to control *Poa annua*, crab-



grass and other annual weed grasses from germinating and growing.

Hercules Inc., introduces Azak, a crabgrass control designed for pre-emergence application on established lawn and other turf areas.

Powder Blue in fine, insoluble powder form is a slow-release nitrogen fertilizer for turf.

Nitroform fertilizer combines the proper amounts of ureas and formaldehyde for use on turf and ornamentals.

Hudson Mfg. Company offers the 200-gallon Peerless Power Sprayer with stainless steel tank and flotation tires. A wide range of accessories is available.

J.M. Huber Corp.*

Kem Mfg. Corp. offers a complete line of turf maintenance chemicals featuring the "one shot" turf treatment containing nutrients, micro-nutrients and soil conditioners in a stable homogenized blend.

Norkem 100, 200 and 300 are compatible chemicals that can be blended to rate desired. In addition, there is a selection of herbicides for weed control, grass control and soil sterilization.

Also developed by Kem is a line of preventative maintenance materials as well as protective coatings for all equipment used by superintendents.

Mallinckrodt Chemical Works introduces the Spray-Hawk mobile turf sprayer with positive on-off spray with pistol grip control. No-drip nozzles automatically close when pressure falls below three psi. Made of corrosion-re-

sistant steel tubing, it cuts misting and wind drift to a minimum.

Also offered are turf chemicals: Kroma-Chlor broad-spectrum turf fungicide with mercury, Ultra-Chlor broad spectrum fungicide without a color ingredient, Kromad broad-spectrum fungicide, Calo-Chlor mercuric-mercurous chloride fungicide, Calo-Gran dry granular mercurial fungicide, Cadminate cadmium fungicide, Thiramad-Plus fungicide combining 75 per cent thiram component and 10 per cent iron sulfate, Thiramad 75 per cent thiram fungicide, Phenmad 10 per cent PMA organic mercurial fungicide, Spring-Bak for control of spring dead spot of bermudagrass.

Millburn Peat Company will exhibit its peat moss for new green construction, top dressing and landscaping.

Milwaukee Sewerage Commission offers Milorganite Fertilizer, a standard organic fertilizer for golf courses.

The F. E. Myers & Bros. Company introduces the model series 7020 turf sprayers. This series consists of six trailer models with electric start engines or power take-off drive. Models are available in 300 to 400 and 500 gallon tanks with 20 gpm Myers spray pumps or the optional 10 gmp piston pump for pressure ranges to 800 psi.

Additionally, Myers will show for the first time, Mity-Mist PTO air sprayer designed for multiple chemical applications in turf club maintenance.

National Chemsearch Corp. introduces its new Computerized Soil Analysis Program designed to provide fertilizing tailored to specific turf and soil needs. Soil analysis results from its agronomist are fed into National Chemsearch's IBM System 360 Computer to determine specific turf

*Information was not available at press time

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requirements and assure more dramatic results with whatever labor and time a turf care program now has available.

In addition, National Chemsearch offers a complete line of liquid fertilizers, herbicides, fungicides, penetrants and supplementary fertilizers.

Northrup King & Co.*

Occidental Chemical Company, makers of turf products and custom-formulated fertilizers, introduces Zipp, a turf fertilizer using polyphosphate. It also contains chelated iron and zinc plus sulphur.

**Information was not available at press time*

Oil Dri Corp. of America introduces Terra Green Special Top Dressing in addition to its Terra Green Soil Conditioner.

Pen-Gro Sales Company*

Plant Marvel Laboratories makes 100 per cent water soluble and liquid fertilizers.

Rhodia, Inc., Chipman Div., has a wide variety of dry and liquid products for use on golf courses and other turf areas. Chipco products include fungicides, insecticides, weed killers and wetting agents.

Rogers Mfg. Company, subsidiary of Jacobsen, offers the Sprayer, featuring a 130-gallon tank, high pressure centrifugal pump powered by a shock mounted five hp engine. The 15-foot spray boom comes equipped with 18 spray nozzle assemblies.

Scotts introduces four new Polyform fertilizers—ProTurf Fertilizer for balanced feeding, Nitrogen Fertilizer for an all-nitrogen feeding, Nitrogen Plus Plant-Available Iron for iron-deficient soils and Super Fertilizer for extra-long lasting feeding. Other Pro-Turf products include weed controls, insecticides, fungicides and seeds. In addition, Scotts also makes the Model 100 and Rotary type spreaders and the Silent Scotts handmower.

Smithco, Inc., introduces the Spray Mate spray outfit for spraying greens and tees and other special turfgrass areas. It consists of a 65-gallon tank, a Hypro pump capable of developing 500 pounds pressure, a nozzle, hose and 15-foot boom. It is completely self contained on four wheels so that it can be pushed into the back of the

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|  <p>GOLF BALL DISPENSERS</p> |  <p>U.S. RANGE BALLS</p>  <p>"SOLID" RANGE BALLS</p> |  <p>JUNIOR BALL WASHER</p> |  <p>GOLF BALL DISPLAY RACK</p> |
|  <p>JUNIOR GOLF BALL PICKER</p> | <p align="center">Buy The BEST Buy WITTEK</p> <p>World's largest manufacturer and distributor of the finest and most complete assortment of equipment and supplies for Golf Driving Ranges (indoor and outdoor), Golf Courses, Par 3 Golf Courses and for Resale.</p> <p align="center">Write for our Fully Illustrated 4-Color 1970 Catalog</p> <p align="center">Wittek Golf Range Supply Co., Inc. 3650 Avondale Chicago, Ill. 60618</p> | |  <p>DISPLAY FIXTURES</p> |
|  <p>GOLF BALL ASH TRAY</p>  <p>UMBRELLA STAND</p> | | | |

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Red Rider by one man. List price is \$750.

The Red Rider for 1970 has been completely engineered so that maintenance will be minimal.

Stauffer Chemical Company offers the following crop protection chemicals: Aspon, to control chinch bugs on lawns and turf; Betasan, for pre-emergence control of crabgrass and annual bluegrass; Eptam, for the selective control of several hard-to-kill perennial weeds, annual grasses and many annual broadleaf weeds; Trithion, a multi-purpose insecticide for lawns and turf; Vapam, a soil fumigant which controls weeds, weed seed and certain soil-borne diseases.

Swift Agricultural Chemical Corp. makes Par-Ex Supreme, a complete plant food for greens, tees and fairways which contains a patented source of nitrogen.

Swift also offers a complete line of Par-Ex pro turfgrass products and services for professionals.

Thuron Sprayer Mfg. Company introduces the Thuron Brama-25 for 1970. It has a 25 gpm at 800 psi featuring the Brahma-25 pump. It has a 300-gallon fiberglass tank with mechanical agitation and is powered by a balanced Wisconsin TJD, 18hp engine or tractor PTO.

Also new is the Thuron Super Lark, a 10 gpm at 400 psi with five hp engine and 110-gallon fiberglass tank with mechanical agitation. Easily loaded and carried by two men and fits all trucksters, trucks and pickups, it is available with 16-foot swing-away spray boom.

The Thuron Hawk is a 10 gpm at 500 psi with the Eagle-10 pump.

Tuco, Div. of The Upjohn Company, manufactures Acti-dione turf fungicides. The Acti-dione line of broad spectrum fungicides is recommended for the prevention and control of most turf diseases on bentgrass, Kentucky and Merion bluegrasses, fescues, bermudagrass and St. Augustine-grass.

USS Agri-Chemicals offers a complete line of Vertagreen turf foods and Vertagard turf protection chemicals. For tees and greens, Vertagreen offers Tee Green and Ureaform, for fairways there is Vertagreen Tournament Plus, Tournament and Weed & Feed, for special purposes there is Vertagreen fertilizer.

In the Vertagard line there are herbicides—MCPP, MCPP/2, 4-D, 2, 4-D, 4 Lb. Amine, Betasan 4EC and Betasan 12.5%; fungicides—Fore, Thiram-PMA, Liquid Cadmium, Mercurial Turf Fungicide (granular), Mercurial Turf Fungicide (wetable powder), Thiram W.P. 75 and PMA 10%; insecticides—Chlordane 8.0 E.C. (liquid), Chlordane 25% (granular) and Malathion 5 E.C.

In addition, there is the Vertagreen Rotary Spreader, made of a rust-proof stainless steel control wire, which is said to spread evenly without having to follow wheel marks or other guides.

Velsicol Chemical Corp. introduces two products—Banvel 4S for killing deep-rooted weeds and Banvel + 2, 4-D, which is said to control broadleaf weeds in turf with one application. Fungicides made by Velsicol include 2-1, Memmi .8EC, Thiram-PMA, Thiram 75 and PMA 10.

Verde Lawn, Inc.*

Vineland Chemical Sales Corp. offers a problem solver chart listing the type of turf problem and the turf product to use in order to solve the problem. Selected products include Dal-E-Rad, Super

Dal-E-Rad selective dallis grass destroyers, Vi-Par herbicide for control of broadleaf weeds in turf fairways and lawns, Thiram-M, a broad spectrum fungicide, and Vichem Green, which colors lawns a rich natural green.

Warren's Turf Nursery offers A-20 bluegrass. This stiff bluegrass is resistant to rust and striped smut and can be used for tees, greens and fairways. Available in sod or plugs.

ACCESSORIES

Container Development Corp.'s Lewis Line offers a wide selection of tee and green equipment. For ball cleaning, there are four models: the GF-68 Water Boy; the GF-52 deluxe washer with 36 square inches of nylon brushes; the compact GF-5 and GF-6 or GF-7, the Old Stanby. Lewis also makes brightly colored flags for every purpose; fluorescent poles, which can help the golfer spot the cup from 150 years out; cup cutters, the Chamfered Pole and cup, which can be used in heavy winds; practice tee and green markers in four colors; lightweight rakes; the Bulldog cleat cleaner; and the fiberglass Tee Marx.

Foley Mfg. Company offers the Rotary Mower Blade Grinder (model 398) featuring a blade balancer. It is designed to provide hollow ground cutting edges on all rotary mower blades. Equipped with an electric motor, it has sealed ball-bearing, produces one-third hp and operates at 3450rpm. Price: \$105, with motor. The Lawn Mower Grinder (model 388) performs all grinding operations necessary for reel mower maintenance without dismantling mowers. Price: \$498.50, with motor. The Modern Lapping Ma-

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**Information was not available at press time*



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chine (model 365) restores fast, even cutting to all reel type power and push mowers without removal of bed knife or reel blades. Price: \$100, with motor.

Fore-Par Mfg. Company makes golf course equipment that is durable and never needs to be painted. The flags are made of double-ply nylon, Indian Head cotton and vinyl-coated fluorescent nylon.

Par Aide Products Company makes accessories.*

Standard Mfg. Company recently developed SparKleen, the all-weather, golf ball cleaner.

In addition, there is the new Standard Console which cleans your golf ball and removes excess mud and grass from your spikes at a spot on the tee.

Also available is the Porta-Span pedestrian bridge, a pre-drilled and pre-finished unit that can be assembled in two hours.

OTHER

Bankers National Life Insurance Company offers officially endorsed pension and retirement plans to members of GCSAA.

Contours, Inc.*

Monsanto-Astroturf plans to build an AstroTurf golf tee. The underconstruction has a sand base over which the nylon AstroTurf is placed. A sharp tee can be put through the AstroTurf which comes in a standard width of 15 feet.

Mr. Chain Div. of M-R Products, Inc.*

Yazoo of Texas, Inc.*

*Information was not available at press time

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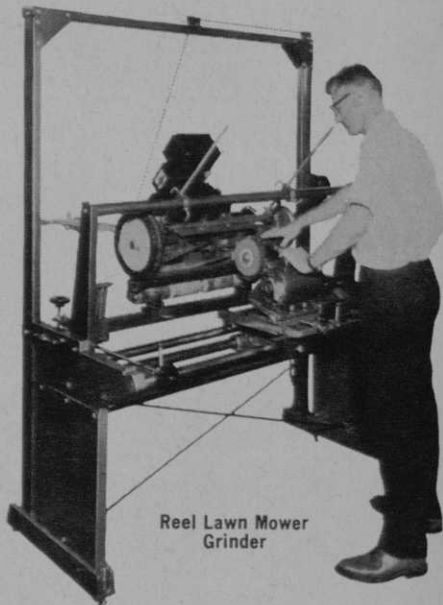
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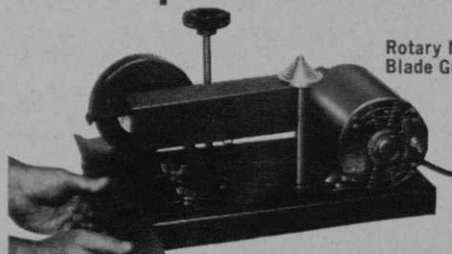


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