

Rain Bird covers every irrigation problem,



Rain-Clox Electronic Controller for reliable programming.



Rain Bird Electric Remote Control Valves for automatic sprinkling.



Rotor Pop-Up that won't get in the way of mowers or golf balls.



Shrubbery heads for watering ivy and herbaceous borders.



Our exclusive Precision Jet keeps water off walks and driveways.



Rain Bird Sure-Spray Pop-Ups irrigate deep grass.



And our Hi-Pops spring up a full 2 inches to clear the thickest turf.



Delicate flowers get tender, loving watering from our Bubblers.



but this one.

To find out how Rain Bird Products can help you solve the irrigation problems in your landscaping projects, call your Rain Bird distributor, or write Rain Bird (*in the East and Midwest*): Rainy Sprinkler Sales, Div. L. R. Nelson Mfg. Co., Inc., 1012 West Pioneer Parkway, Peoria, Illinois. (*In the West*): Rain Bird Sprinkler Mfg. Corp., 7045 No. Grand Ave., Glendora, Calif.

RAIN BIRD

For more information circle number 123 on card

The Golf Business OUTLOOK

Liquor prices to rise in many states

A fifth may cost 15 to 20 cents more, and drinks at the bar may go up five to ten cents. This dismal news for drinkers (and headache for club managers) is the result of a recent U.S. Supreme Court decision that upheld a law designed, ironically enough, to lower liquor prices in New York State. The state law, passed in 1964, but delayed by distillers' court actions, requires that the prices for liquor sold to wholesalers in New York be no higher than those charged anywhere else in the country. Seagrams, the nation's largest distiller, has filed a new price list with increases on most of its brands in Michigan, where the state controls liquor sales. This is tantamount to announcing increases in all 17 states with control boards which regulate prices. The other large distillers are expected to follow this lead, including Schenley, National Distillers, and Hiram Walker.

After taxes, courses face confiscation

Citizens in one of the nation's richest counties are teeing off at one another over condemnation of private golf courses for a two-year community college. The Bergen County, New Jersey, College Board of Trustees says it needs 165 acres for the school, and has proposed that one of four private golf courses be condemned. No property other than golf courses has been recommended, although the county contains literally thousands of acres of vacant meadowland. With excessive and unfair taxation closing courses in many areas, Bergen County golfers are faced with what amounts to outright confiscation. There are two other ironies in the proposal: The county is pressing the state legislature for funds to build a park at public expense which would include a new golf course. Funds also are being sought for a new four-year Bergen County College which would occupy less land and make the two-year college superfluous. The case also contains one of the best defenses available to golf course owners: A proposal to build a 37-home colony adjoining the golf course selected as "best" for condemnation has been postponed until the future of the course is decided. As William E. Lyons pointed out, (*GOLFDOM*, June 1966, p. 82) both state and national Recreational Associations should be formed to preserve outdoor recreation for all Americans.

Space research may help superintendents

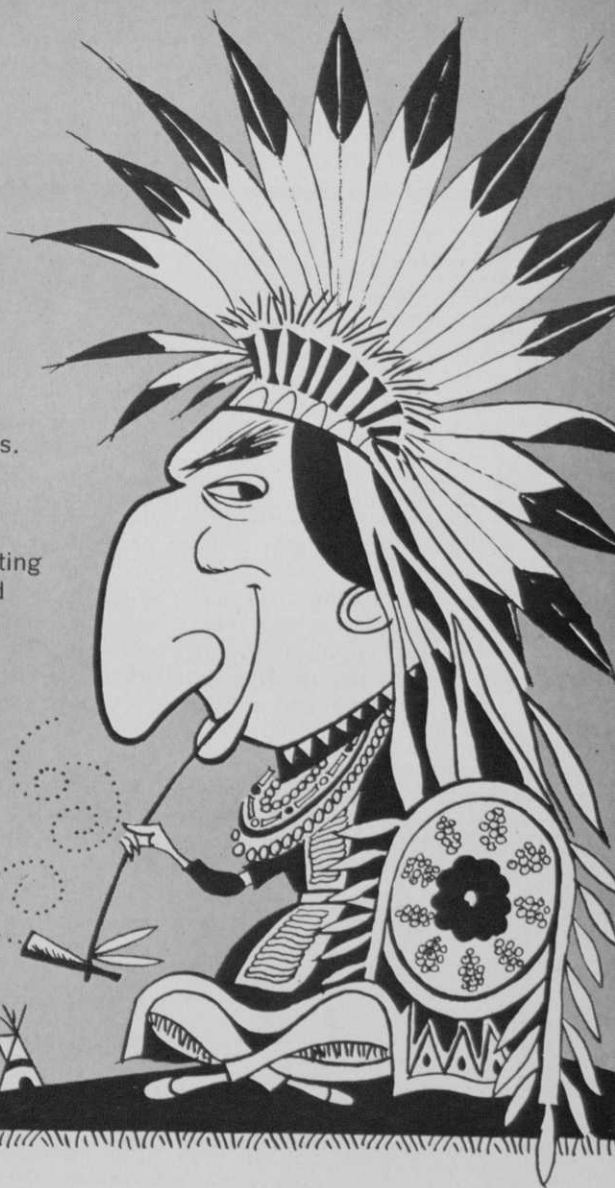
Recent experiments in plant life on other planets may eventually help superintendents come through the winter without damage to grasses by winterkill. Backed by NASA, Sanford Siegel, a 37-year-old botanist at Union Carbide's Research Institute in Tarrytown, N. Y., is learning much about the surprising adaptability of plant life to harsh, alien environments such as that on Mars. As a by-product, Siegel's research may turn up findings that can be applied directly to civilian life on earth. There is some evidence that reducing the oxygen to a plant can actually improve it. Another important side effect of low-oxygen growth is a stubborn plant resistance to freezing. Mr. Siegel placed a dwarf palm tree in 1% oxygen and subjected it to a precipitous temperature drop—from 65 degrees above zero to 5 below within a 24-hour period. This would have killed a normal palm tree, but the dwarf lived 15 days. Siegel can picture a farmer putting a simple plastic bag over a tree, for instance, and tying it at the bottom when a frost is coming. The tree would consume enough oxygen to reduce the level.

Me ready to trade Medicine Man for 2,4-D

Sitting Bull, the Sioux chief, would adopt any expediency to achieve his ambitions. But, the professional knows better than to rely on hocus-pocus to build and maintain fine turf.

To get rid of broad-leaved weeds infesting turf, the professional turns to the proved phenoxy herbicides—2,4-D and silvex.

A small dosage of these hormone-type herbicides is applied when susceptible weeds are in an active stage of growth—either spring or fall. The weeds are stimulated to unusually rapid growth and soon show distortion and die. Used to control broad-leaved and certain aquatic weeds, the phenoxy herbicides are relatively harmless to monocotyledonous plants such as turfgrass.



Hercules formulates 2,4-D in liquid and granular form as Weed-Rhap® A-4D, Weed-Rhap Low Volatile 4D, and Weed-Rhap Low Volatile Granular D. For Hercules® silvex in liquid or granular form, ask for Silvi-Rhap® Low Volatile 4TP or Silvi-Rhap Low Volatile Granular TP.

Beware of Medicine Men techniques. Just follow the label on the Hercules package or ask your Hercules Representative.

STH66-8



HERCULES® TURF AND HORTICULTURAL PRODUCTS

FOR FURTHER INFORMATION WRITE: AGRICULTURAL CHEMICALS, SYNTHETICS DEPT., HERCULES INCORPORATED, WILMINGTON, DEL. 19899, OR CONTACT THESE SALES OFFICES: BOSTON, MASSACHUSETTS • BROWNSVILLE, TEXAS • CHICAGO (OAK BROOK), ILLINOIS • DALLAS, TEXAS • FRESNO, CALIFORNIA • GREENVILLE, MISSISSIPPI • LOUISIANA, MISSOURI • MONTGOMERY, ALABAMA • ORLANDO, FLORIDA • PHOENIX, ARIZONA • RALEIGH, NORTH CAROLINA • SAN FRANCISCO, CALIFORNIA • VANCOUVER, WASHINGTON.

For more information circle number 112 on card

Sizing up golfwear

By **JOYCE HAKLAR**

Golf / Golfdom fashion editor

The '66 fall golfwear lines are colorful, comfortable and good-looking . . . Most golfers will stretch the season as long as they possibly can, and the right autumn merchandise can provide them with comfort on those nippy October days.

Jockey, division of *Coopers*, features most of its sweaters in Orlon Acrylic, and offers one of the new amazing stretch sweaters (mentioned in last month's column)—a textured long sleeve v-neck in blazing orange.

Izod has a ribbed two-color cardigan with contrasting ribbing borders in front, around the bottom and in an insert that runs from under the arm to the bottom band . . . The insert is about 3" wide

and stretches to provide additional freedom and movement.

Haymaker's ladies' look for fall has eye-catching colors and designs . . . Their double knit line is interchangeable—slacks are plain, paisley print or checked with coordinated turtleneck knit tops and velours . . . Plaids and heathers have been attractively sewn in slacks, skirts and Bermuda shorts with solid coordinated poor-boy sweaters and cardigans.

Newman trousers feature a great variety of fabrics, colors and textures . . . Corduroy is seen in rich blues and autumn yellows, wools in tartan plaids, and knickers are in several different fabrics of solids and plaids.

Continued on page 18

FUTURUS GOLF CLUB TILE CARPET

GUARANTEED THREE YEARS AGAINST ALL TRAFFIC!

HANDSOME, LASTING FLOORCOVERING
ECONOMICAL TO INSTALL—MAINTAIN

Check FUTURUS with ALL others:

- Absolutely SAFE and SKIDPROOF — wet or dry.
- HIGHLY RESISTANT to heavy spike shoe traffic.
- Women's spiked heels DO NOT penetrate its surface.
- NOT AFFECTED by exposure to fresh or salt water.
- EASILY INSTALLED by anyone — Cleans readily.
- Indoors or Outdoors — completely WEATHERPROOF.
- Neutral color tones BLEND with any background.
- STAIRWAYS — Safest, Most Durable of All.

Made from selected nylon cord heavy duty tires — buffed to chenille-like finish. Strips $\frac{3}{8}$ " thick are bound to glass-cloth impervious to moisture . . . then cut to 12" x 12" tiles.

For further information, prices — and USER-PROOF of FUTURUS Carpet Tile service satisfaction — write:

FUTURUS, INC.

1076 West Ninth Street
UPLAND, CALIFORNIA

For more information circle number 113 on card



Power-Bilts Salute A Great Professional

For his dedication, and faith in his own ability, Gay Brewer can well be proud, as we at Hillerich & Bradsby Co. are proud of his continued confidence in Power-Bilt Golf Clubs.

HILLERICH & BRADSBY CO.
Louisville, Ky.

Master-Matched
Power-Bilt
Golf Clubs



For more information circle number 113 on card

the West Point

T-3 Truck

puts wheels under your men



Write for information

West Point Products Corp. West Point, Pa.

Unmatched for Quality and Luxury!

THE AZTEC GOLF BAGS

Mexico's Finest Handtooled Handmade Golf Bag

This IMPORTED GOLF BAG represents the ultimate in authentic handcrafted leather. It is skillfully fashioned by native craftsmen in Mexico of the finest quality genuine saddle leather, handsomely hand-tooled.

Truly this year's outstanding Pro Shop top quality leader. And readily recognized by Pros and players for the beauty of its lines and its practical and complete provision for every bag service convenience.



The **AZTEC** golf bags are available in two beautiful colors, aztec brown and obsidian black. Each **AZTEC** golf bag consists of matching hand tooled leather hood and matching set of four hand tooled leather club covers. Also available is a hand tooled all leather matching **AZTEC** companion case.

Each **AZTEC** will give you a lifetime of wear, satisfaction and prestige. Remember, hand made means time, quality and craftsmanship.

Write, wire or phone for color brochure.

The **AZTEC** Golf Bag Mfg. Company

OF MEXICO

U. S. Address —

4417 - 53rd Avenue South

St. Petersburg, Florida 33711

Telephone: Office 867-3554

EXCLUSIVE TERRITORIES OPEN TO PRO DISTRIBUTORS

For more information circle number 212 on card



EXCLUSIVE from
AZTEC — *Manu-
facturers of the Fin-
est in Mexican Hand
Carved Leathercraft!*

JULY/1966

17

←For more information circle number 134 on card

"YEAR 'ROUND" MONEY-MAKER!



**Galloping
Golf**

**EXCITING!
Adult Game —
Played With Dice!**

**"SALES TESTED"
ACCLAIMED BY ALL GOLFERS**

Get your share of the profits made possible by the rapidly increasing demand for the action game, GALLOPING GOLF!

FASTEST GAME OF GOLF OFF THE COURSE!

Feel the thrills of real golf—shoot eagles, birdies, sand traps . . . all the others. Play anywhere, any time. Any number can play.

GIFT PACKAGED in an "eye-catching," "sales-making," multi-color display carton.

Write for all the facts!

GALLOPING GAMES, INC.
461 E. OHIO ST., CHICAGO, ILL. 60611

For more information circle number 110 on card

-sizing UP GOLF WEAR

Continued from page 14

Gino Paoli's line includes his-her heavy knit sweaters with leather elbow patches, matching leather covered buttons, and a leather band around the bottom with slots which hold tees.

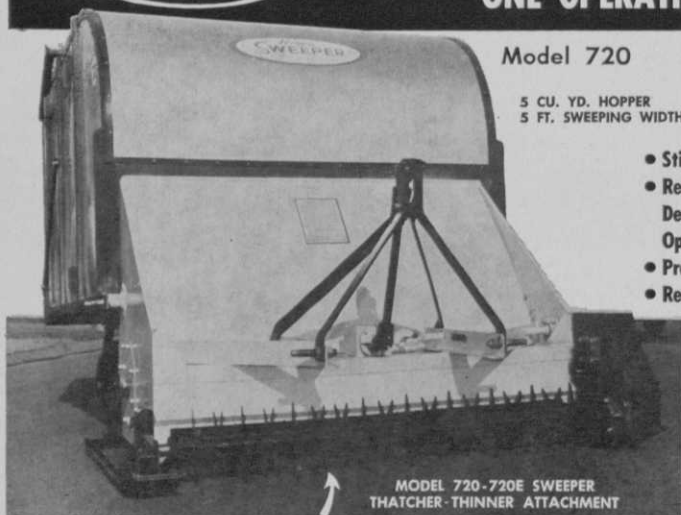
Several cashmere cardigans and v-necks are being featured by *Jantzen* for the course, and there's a promise of more cashmeres for golf during the year.

V-neck slipovers and square necks are the design points of sweaters by *Parker of Vienna* . . . This season's new look is a very deep v-neck slipover with contrasting neck trim . . . The square v-neck line has been expanded and includes double knits and the layered look.

DiFini fermented a new color for ladies—grape, and offers a four-piece outfit in this brilliant color . . . Included is a v-neck velour shirt, knit slacks, knit bermudas, a grape and pink striped mock turtleneck and matching knee socks . . . Velours in short-sleeve shirts are part of the men's line in the conventional golf shirt style and crew neck. •



THATCH and SWEEP ONE OPERATION



Model 720

**WET
or
DRY**

**5 CU. YD. HOPPER
5 FT. SWEEPING WIDTH**

- Stimulates Growth
- Removes Thatch and Other Decay Materials in Same Operation
- Prevents Disease
- Removes Surface Rock

Sweeps

ROCKS, PAPERS,
GRASS CLIPPINGS,
LEAVES, BOTTLES,
BRANCHES, CANS,
AND OTHER DEBRIS

ONE MAN OPERATION

**MODEL 720-720E SWEEPER
THATCHER-THINNER ATTACHMENT**

ROGERS MANUFACTURING CO., INC.

220 N. MAHAFFIE ST., OLATHE, KANSAS 66061 • PHONE 913 764-1615 or 913 782 0831

For more information circle number 214 on card



Two ways to wipe out your weed handicap

1. Prevent weeds with Dacthal®.

DACTHAL, a pre-emergent herbicide, kills crabgrass and 27 other weeds in fairways, tees and aprons *before* the seeds germinate. Weeds never get the chance to compete with desirable grasses for needed light, moisture and nutrients. One application lasts an entire season. Safe, odorless, non-irritating to eyes or skin when used as directed. In 24-lb. packages as a wettable powder, the easy-to-apply form.

2. Kill Weeds with Dacamine®. If you've already got a crop of weeds cluttering up your fairways, kill 'em off with

DACAMINE post-emergent herbicide. DACAMINE packs the punch of an ester, yet it's safe as an amine. It kills weeds like pulling them by hand. DACAMINE is a concentrate that goes to the roots to kill. No special equipment is needed to spray. In one or five-gallon cans.

Greenskeepers, send for your free copy of *The Monster Meets Its Match*, an informative booklet that describes your weedy enemies and how to get rid of them. Write today. Diamond Chemicals, Diamond Alkali Company, 300 Union Commerce Building, Cleveland, Ohio 44115.



Diamond Chemicals

For more information circle number 156 on card



Attractive buffet on terrace at poolside can lure members away from backyard barbecue pits.

‘Cool’ meals can beat the heat

Good food and drink, a festive atmosphere and proper planning can bring members back to club dinners.

By JERRY MARLATT

Manager, Northmoor CC, Highland Park, Ill.

While it is an acknowledged fact among club food service operators that the months of June, July and August provide us with a large volume of food and beverage income, we should also realize that these are our most “competitive” months.

During the Fall, Winter and Spring the club is a most convenient place for the member to dine, and can face stiff competition with good food and service. During this period early darkness, snow, and rains keep him confined to the relatively close environs of his home, and