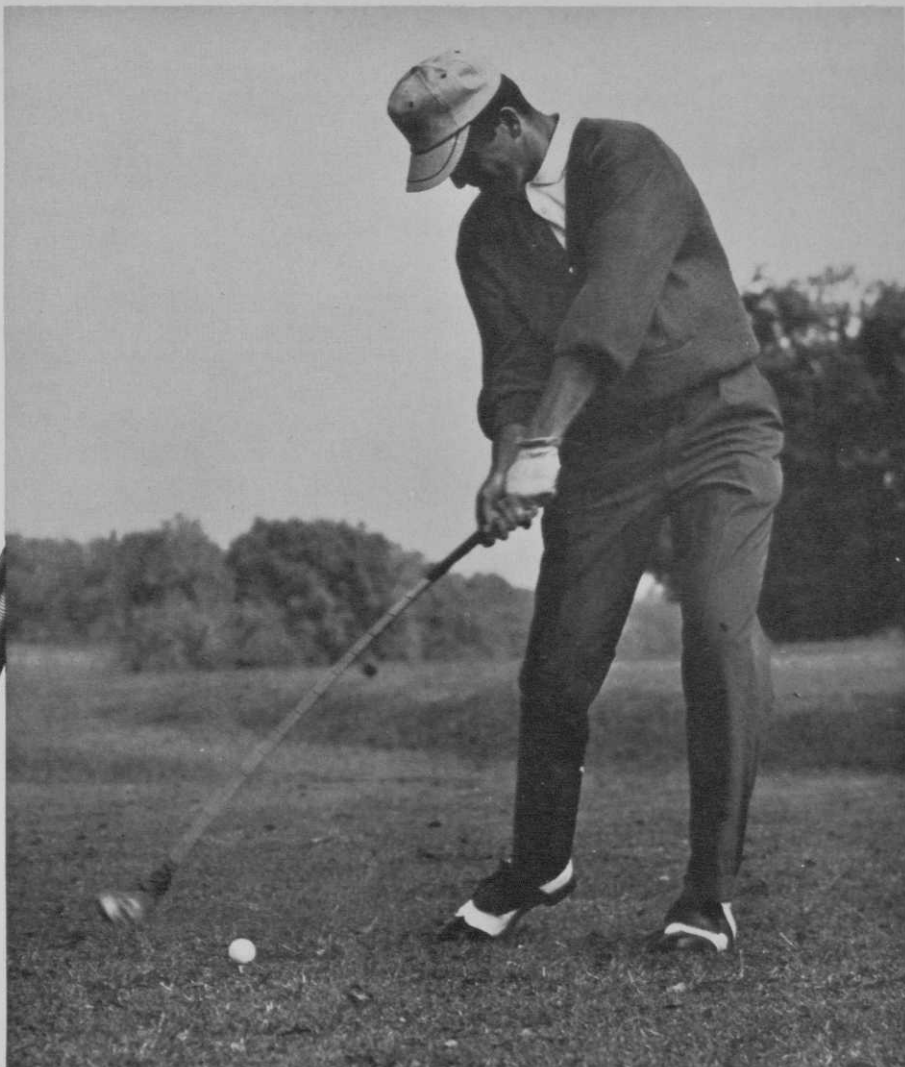
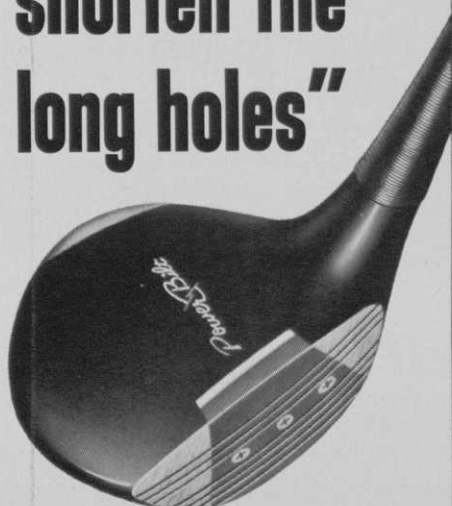


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For more information circle number 137 on card

Water hazards

Continued from page 50

depth—and note that word “average.” As an example, a pond with two acres of surface which averages five feet in depth holds ten acre-feet of water. Therefore you would need 27½ pounds (2 3/4 x 10) of copper sulfate to treat it.

Copper sulfate will *not* kill the rooted or floating plants so don't even bother with it unless your problem is algae. For rooted plants, one must select from several other weed killers. For cattails, a relatively safe formulation called Dalapon is very effective. Four ounces of Dalapon powder can be dissolved in one gallon of water and sprayed directly on plants to thoroughly wet the foliage. Treat these plants before they form the wiener-shaped seed spikes.

Bullrushes should be sprayed with four ounces of 2, 4-D liquid ester per gallon of water. Another plant that grows along the margin of the water can usually be controlled by two ounces of 2, 4-D per gallon of water. This is *Sagittaria*,

which has a large, three-pointed, leaf, shaped like an arrowhead. (It is commonly called arrowhead or arrow arum.) A pelleted form of 2, 4-D can also be used and can be applied by broadcasting with a hand seeder.

If a single chemical had to be selected which would kill most of the underwater species, it would be Aquathol Plus. This formulation is a combination of endothal, which kills many of the submersed species, and silvex, which knocks out many of those missed by endothal. Diquat is another chemical which will kill a number of species, and 2, 4-D will take care of several of these water weeds.

Among the hardest underwater species to kill are the floating plants. These include duckweed and watermeal; small plants which vary from less than the diameter of a pencil to about the size of a dime. Watermeal looks like tiny green spots floating on the water, and is actually the world's smallest flowering plant. However, so many of them may be present that they will literally cover the entire sur-

face of a lake.

Treatment is sometimes ineffective, but try liquid endothal at four ounces per gallon of watersprayed directly on plants, or diquat at two ounces per gallon of water.

There are many more species that I have not covered, but unless you can accurately identify them, you better call a specialist since treatment can be difficult. If your state fish and game agency has management biologists, they can often identify the species of weed for you even though they are not permitted to perform the actual treatment on private land. In addition, there are commercial outfits who have professional aquatic biologists on their staff who will identify the problem weed, prescribe the treatment, and actually do the work.

One last warning. Remember this—some of the chemicals used to kill water weeds will also kill terrestrial plants, including grass. So if you use your lake as the source for watering your greens and fairways, check with an expert before treating your lake! □



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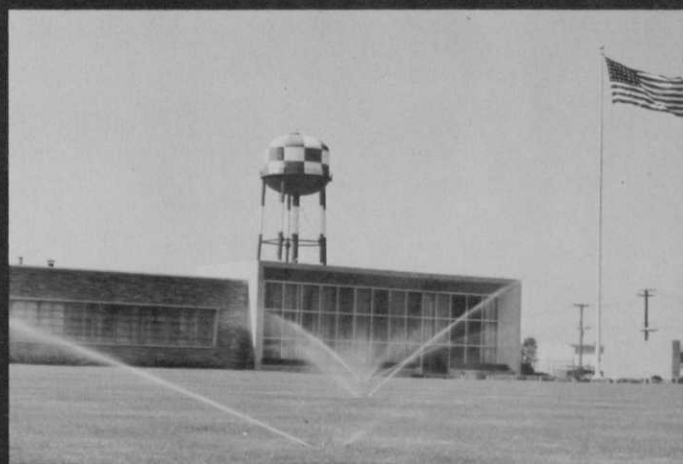


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DECORATIONS

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Changing the appearance of the entire store through the use of seasonal or special occasion decorations has tremendous value in shocking customers out of their complacency when they've grown accustomed to the same atmosphere in the shop day after day. You can create a lot of new interest in the shop very quickly and inexpensively with the intelligent and dramatic use of decorations.

MOTION OR MECHANICAL DISPLAYS

Battery powered revolving turntables, oscillating armatures, and other mechanical devices have made the application of motion to display relatively convenient and inexpensive.

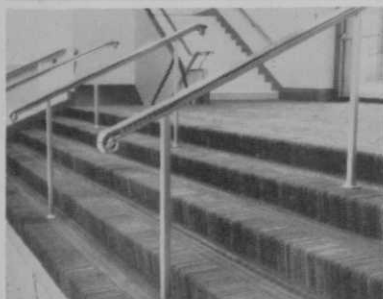
Motion, selectively used, can add impact to a display. Golfer figures, for one, cut out of 3 ply wood swinging a golf club can be used to highlight any

item being sold to help improve the golf swing. Continuous flow water fountains or machines can help achieve a running brook or waterfall that can establish an excellent background for a golf setting. Continuous fabric background with painted scenery can be arranged on vertical rollers, fitted with a reduced gear motor that will cause the scenery to change and make an electric golf cart set up in front of it appear to be moving. A rain machine which would add realism to a display of rainwear in the spring would certainly add to the sales of that type of merchandise. Motion displays and mechanical equipment are available from several manufacturers.

The best thing to keep in mind about motion is to use it to enhance or emphasize the idea. Motion for motion's sake alone is monotonous, non-productive and wasteful.

Always remember, *display is temporary, current and shortlived* and expected to enhance the appearance and desirability of the merchandise being offered for sale.

Finally, make sure color, appearance, texture and design features in all of the elements used are in harmony. Also, emphasize the one basic idea for the current display. The next week or two weeks hence, when you change a display, use another idea, and give it a similar treatment. Then watch interest in your displays grow and best of all, watch sales and profits go up. □



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The problem of interlocking ownership

Spectator who is injured at golf match selects wrong 'owner' when filing suit

by William Jabine

A woman spectator who fell in a hole while dodging a flying golf ball during a professional golf match at Falmouth, Massachusetts, had some trouble in deciding who to sue for damages because of a rather confusing situation in regard to the ownership of the course and just who was in charge of the match. As it turned out she guessed wrong, according to a recent decision of the Supreme Judicial Court of Massachusetts.

The court sets forth this confusing situation as follows: "The corporate defendant, Clauson's Inn at Coonamessett, Inc. (Inn), of which one Donald H. Clauson was president, operated a hotel and restaurant on premises in Falmouth adjacent to a golf course. Clauson's Garage, Inc., owned the golf course. A separate corporation, Country Club at Coonamessett, Inc. (Club), operated the golf course. The individual defendant, Harvey G. Clauson, Jr., was president of Club. There was only one 'Clauson's Inn' on Cape Cod in 1960. The mother of Harvey Clauson and Donald Clauson was the 'boss' of both Inn and Club."

Confronted with this somewhat bewildering group of people and corporations as possible defendants, plaintiff selected Harvey G. Clauson Jr., and Clauson's Inn at Coonamessett, Inc. as the ones against whom she brought suit.

The court describes the accident as follows: "The female plaintiff and her husband both went to a professional golf match at the golf course on August 13, 1960. For this the husband had bought the tickets. About 2,000 other persons also attended. The female plaintiff was standing on the edge of the

eighth fairway, about 200 yards from the tee, to watch the drives land. The tee was not visible from where she was standing. She saw a golf ball coming toward her and, as she testified, was injured when she fell backward into a hole 'about three feet from the fairway, in the area of higher grass called the rough. The hole was about three feet in diameter and three feet deep, and was lined with rocks and stones. It was surrounded by grass about six to eight inches high.' She remained to see the conclusion of the 18-hole match and on that day gave no notice of her fall to anyone at the golf course.

"Harvey Clauson was in charge of all arrangements for the golf match on August 13, 1960. He had known of the hole on the eighth fairway since 1946, and, 'prior to the match he took no precautions for the safety of spectators with respect to the hole.' Advertising for the match was authorized by a committee consisting of himself, his brother Donald, and an advertising agent. 'He expected that spectators would be all over the course during the match.' No advertising for the match carried Club's corporate name, but certain expenses of the match were paid from the checking account of Club. Inn and Club were advertised together in 1960 under the designation 'Clauson's Inn and Country Club,' which, of course, was not the precise name of either corporation.

"In the action against Harvey Clauson, individually, and against Inn, it is alleged that each of them operated and controlled the golf course and that the female plaintiff was injured because of the negligence of each defendant or his or

its agents. No action against Club appears to have been commenced and the docket reveals no motion to substitute Club as a defendant. (Citations)"

The Supreme Judicial Court held that the trial court was correct in dismissing the complaint against Harvey Clauson, and in regard to Inn's responsibility, had this to say: "Liability for damage caused by the condition of premises ordinarily rests upon the control of the offending instrumentality. (Citations) The plaintiffs, however, in effect contend that Inn held itself out as the proprietor or operator of the golf course and that, accordingly, there may be recovery against Inn. This is not the case where either Inn or Club has been shown to have been a concessionaire upon premises of the other. (Citations) The somewhat ambiguous facts fall short of showing that Inn held itself out as controlling the golf course in such a way as to render it liable or estop it to deny that it owned or was in control of the course. If there were representations, they were consistent with mere cooperation between two closely related corporations. Nothing on this record suggests that facts concerning Club were concealed or that Club would not have been able to satisfy a judgment against it, if it had been sued or substituted as a defendant by an amendment seasonably sought and allowed in the discretion of the trial judge.

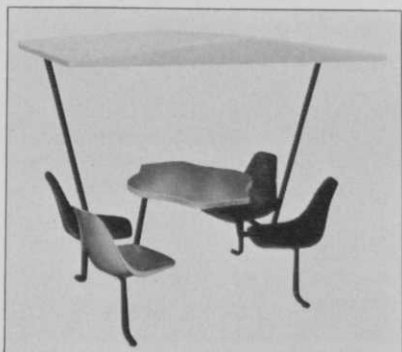
"Doubtless the golf match was undertaken for the joint benefit of Club and of Inn, both of which presumably obtained some advertising advantage and some patronage from persons attending the match. The advertising did not represent in terms that Inn controlled the golf course, in fact operated by Club, a separate corporation, or that Club controlled Inn. The advertising was consistent with the facts, viz. that two separate corporations under the control of a single family operated two closely related enterprises."

The ruling of the trial court in favor of both defendants was affirmed. (Buck v. Clauson's Inn at Coonamessett, Inc. 211 N.E. 2d 349.) □

New products

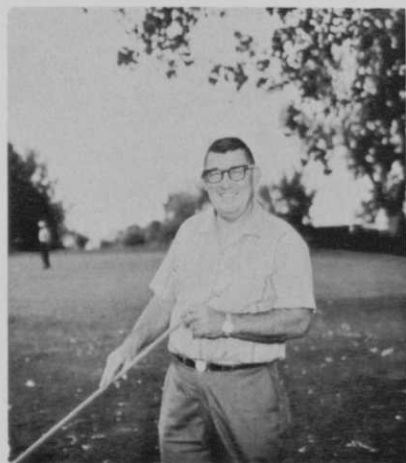
Fore-Par Manufacturing Company has made a new practice green marker. It's available in permanent white with molded green numbers, or in clear amber with white molded numbers. The unit is composed of two parts, (a) solid aluminum rod and ferrule, (b) numbered top, on both sides, with sturdy aluminum tube.

For more information circle number 100 on card



Wise Steel, Inc. recently announced a new addition to its seating division. The new unit, 4658, created for outdoor use, offers an obstruction-free floor area for easier cleaning and general maintenance. The shelter canopy is made from fiberglass and the table is available in either fiberglass or formica.

For more information circle number 101 on card



Container Development Corporation announced the advance design of the new Lewis 34 degree chamfered, tapered ferrule flagpole and cup. According to the company, the cup will hold the pole firmly and vertically under all conditions.

For more information circle number 102 on card

Swingbuilder Company manufactures a training and warm-up club, three times the driver weight and well balanced, so it can be used hitting balls on the practice range as well as in exercises.

For more information circle number 103 on card

Mallinckrodt Chemical Works has a mobile turf sprayer called the Spray-Hawk which can spray a 6000 square foot green in less than three minutes, the company claims.

For more information circle number 104 on card

Continued on next page



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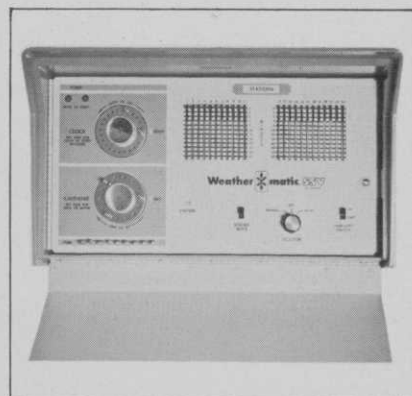
New products

Continued from preceding page



Wilson Sporting Goods Company manufactures two types of golf balls sold only through golf professional shops. The high compression Wilson Staff ball is designed for the hard hitting, more advanced player. Regular Wilson Staff is made with the same standards for the less experienced golfer.

For more information circle number 105 on card



Weather-matic sprinkler division, Tel-sco Industries has announced a new series of electric controllers for turf and lawn irrigation. The SSV features solid state design in a cast aluminum housing for pedestal or wall mount installation. Other features include pre-determined time settings; automatic, semi-automatic or manual operation; built-in pump and master valve circuit; locking cover and rain stat by-pass circuit.

For more information circle number 106 on card

Continued on page 60

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For more information circle number 263 on card

New products

Continued from page 58



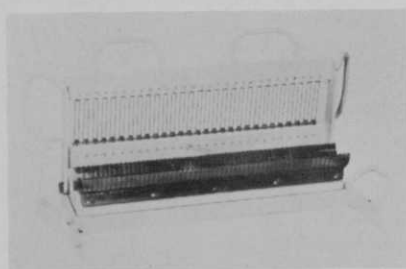
Jacobsen Manufacturing Company has recently announced the new riding triplex Greens King mower that cuts mowing time by two-thirds, says the company. It cuts a 62 inch swath, mows an entire green without having to run off for turning, and can cut 18 average-sized greens in three and a half to four hours.

For more information circle number 107 on card



The Noco Company recently announced a new size 16 ounce spray package of Noco compound, A-202. It is designed to prevent corrosion from forming on battery terminals, cables and hold-downs.

For more information circle number 108 on card



Scandinavian Import and Export Co. has made available the S.I.E. cookie cutter, for round or square cookies. The cutters come in two sizes to cut either thick or thin cookies.

For more information circle number 109 on card

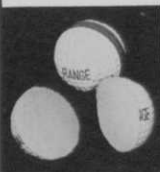
Continued on page 62

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