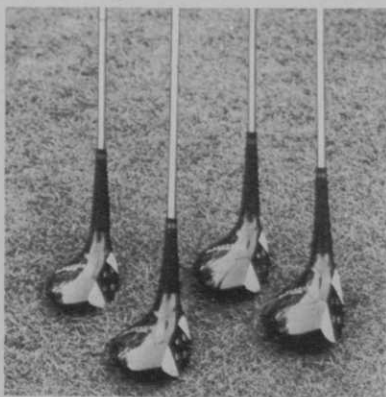


## Golf equipment

**Acushnet Golf Equipment** offers a golf gift for the sportsman: a dozen Titleist golf balls packaged with two decks of cards and 200 chips in a rack. The balls can be personalized at no extra charge. Price: \$18.50. The company's complete line will be shown.

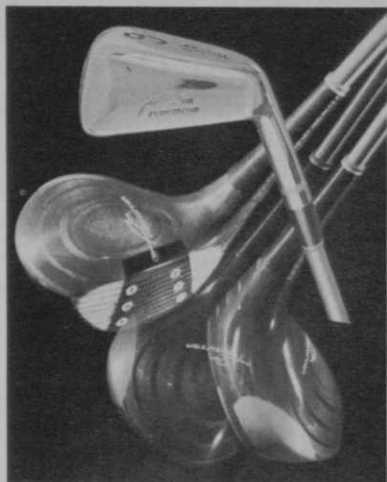
**Bomann Golf, Inc.**, is a newly-formed company and is offering its line of clubs for the first time this year. A feature of the Bomann Bomber driver is its face, 2 inches in size. A special introductory offer to the pros has the following package of woods and putters with a special price discount. The total retail price of this offer comes to \$348.60. The company is giving a 40 per cent discount for a total price of \$209.16. And, if the pro pays the full amount in 30 days, another 10 per cent (\$20.92) will be deducted. This brings the total down to \$188.24. Here is what the set in-



cludes, with the retail prices: four assorted Tijuana brassie putters, \$15.95 each; three brass bandit putters, \$15 each; two green Gander putters, \$17.95 each; two Long John brass putters (over-length), \$16.95 each; two Lady Birdie putters (ladies'), \$15 each; one Bomann Bomber driver, \$35; one 2½ wood, \$35; one 3½ wood, \$35; one 4½ wood, \$35, and with that, either a 1½ wood or two putters at no charge.

**Ellstrom Golf Division** of Dearborn Gage Company offers the TruSphere golf ball in 80, 85 and 90 compressions. Sold only through golf professionals, the balls sell for \$1.25 each, \$15 a dozen.

**Fernquest & Johnson Golf Company** is featuring three brands of aluminum shafts for its pro line models. The Ken Venturi line comes with the Alcoa shaft. The San Francis can is equipped with the FJX-350 hi-tensile shaft with irons featuring a broad sole. The



woods employ a concentration of weight behind the hitting area for more effective striking power. The Westerner is available in the True Temper shaft and has a newly designed iron which features a lower displacement of weight in the club-head to get the ball in the air quicker. The Westerner woods have a pear-shaped designed head. Suggested retail price: all models, nine irons, \$198; four woods, \$120.

**First Flight's** 1969 line of clubs re-emphasizes the Hex-flex. In clearer terms, the kick at impact is concentrated in the head of the club instead of being distributed over the entire shaft. This has been achieved by putting two sections of rigid, octagon-shaped aluminum or steel one-third and two-thirds of the way down the shaft. The shafts come in A, R, S and X flexes.

Prices: Golden Eagle woods, aluminum, \$31.50 each, irons, \$22.50 each; woods, steel, \$28 each, irons, \$20 each. Explo-Flite woods, aluminum, \$38 each, irons, \$25 each; woods, steel, \$35 each, irons, \$22.50 each. Sterling FX-101 line same as Golden Eagle prices.

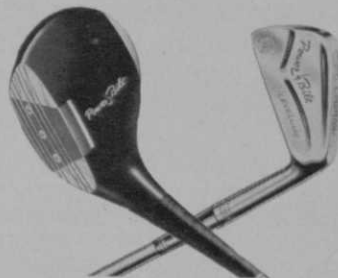
The company's newest ball is the Maxima with an acrylic center. Double winding builds up its uniform compression. It comes in medium or high compression. Price: \$1.25 each, \$14.75 a dozen, with free personalizing on orders of a dozen or more. The company's complete line of golf equipment, including putters, utility clubs, bags, shoes, carry-alls, gloves and head covers will be shown.

**Hillerich & Bradsby Company's** Pro-Sonic men's line includes wood model A340 and iron model A4092, which have new light aluminum shafts available in B standard and C stiff patterns. Woods have walnut finish, solid per-

simmon heads with black Propellac face insert and brass sweet spot. Weighted brass back places weight behind the ball. The Pro-Sonic irons have carbon steel heads, Levelume-plated (a high nickel content chrome) for resistance to corrosion and pitting.



The Pro-Sonic ladies' wood model WA2692 has laminated head that is finished in blue with blue Propellac face insert, brass sweet spot and brass back. The iron is also of high nickel content chrome for resistance to corrosion and pitting. Prices: men's Pro-Sonic woods, \$30.25 each; men's Pro-Sonic irons, \$22.50 each; women's Pro-Sonic Woods, \$25 each; women's Pro-Sonic irons, \$19 each.



The men's Citation wood model 314 and iron model 6892 come in black leather or rubber grips. The woods have persimmon heads which are electronically treated to eliminate dry-

ing stresses in the wood and are treated to protect the ebony finish. The irons have heads of Levelum-plated carbon steel and are equipped with steel shaft. Prices: woods, \$27.50 each; irons, \$19.50 each.

The Countess ladies' wood model W-467 and iron model 2780T come with blue leather or black rubber grips. The wood has a laminated head finished in deep blue with blue Cyclocac face insert. Fairway woods are of medium depth. The iron is modernized with Scotch-type head and modified flange back. Prices: woods, \$21.25 each; irons, \$15.25 each.

All prices are suggested retail. These lines are sold exclusively through golf professionals.

**Ben Hogan Company** claims it has a completely new golf shaft which combines the lightness of aluminum with the strength of steel. In conjunction with this alloy shaft, called the Apex, the company is also introducing Ben Hogan 1+ clubheads for 1969. The clubheads on the new line of irons feature a wing-like configuration and a sole pad designed to enable the golfer to strike the ball and take a minimum amount of turf, thus allowing a more controlled follow through.

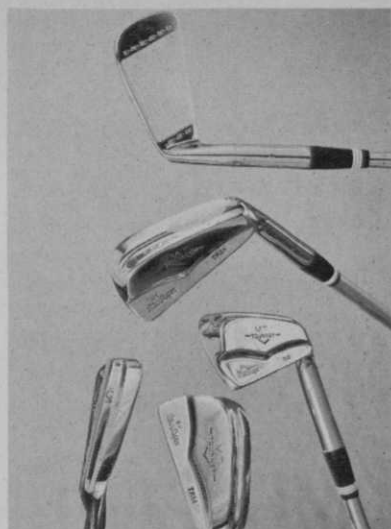
The metal weight has been removed from the toe and shifted backward and downward, giving maximum weight directly behind the impact spot. Prices: irons two through nine with Apex shaft, \$22.50 each.

The new True Set line of woods features a slight build-up at the back base and a toe channel that reduces air drag for increased power. The woods, numbers 1, 3, 4 and 5 come with the Apex shaft. Prices: \$31 each. The company puts out similar new lines of the same material and features for the ladies at the same prices.

The 1969 line of putters has a new White line addition. The putter line has a new design for various models. The blade model, number 1440, has the neck set forward and a new top edge white line for aiding visibility. Model 1450 places more weight behind the hitting surface. Prices: \$15 each.

**Lamkin Leather Company** has added a one piece slip-on leather grip to its line. Grip comes in black with gold inlay design and is available in men's and ladies' shaft sizes. Product is shipped one dozen a box, including grip collars and plastic starter.

**MacGregor** introduces what they claim



is the most exciting golf club innovation in decades. The new "split level sole" on irons reportedly "improves your lie on every shot" by combining the finesse of early classic irons with the heft and power of today's weighted clubs. The sole is split into two steps; the first step thinner than a conventional sole, reduces turf drag by as much as 65 per cent. The second step is wider, controlling the depth of the divot and allowing the clubhead to move through the ball. The design is available on  
*Continued on page 74*

# VIKING CORPORATION ACQUIRES BALL-O-MATIC, Inc.

The Viking Corporation of South Bend, manufacturers of Viking golf cars, has purchased the controlling interest in Ball-O-Matic, Inc., Denver, Colorado. The entire operation, including the service division, has been moved to South Bend, Indiana.

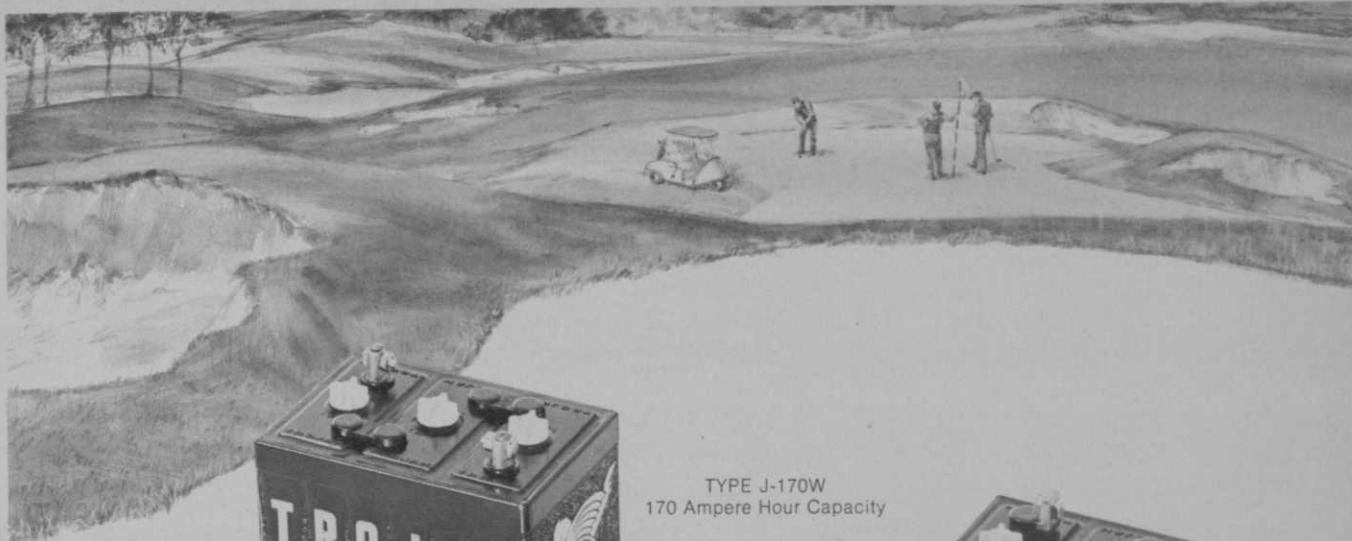
The new Ball-O-Matic Division of The Viking Corporation manufactures and distributes automatic golf ball dispensing machines. These money makers add income without adding manpower or hidden overhead.

*If you are interested in joining the Ball-O-Matic profit team, circle the Reader Service Card or write to Carl Shellhouse, Vice President, Marketing.*

## VIKING

THE VIKING CORPORATION, P. O. Box 3628, South Bend, Indiana 46628.





TYPE J-170W  
170 Ampere Hour Capacity



TYPE J-190W  
190 Ampere Hour Capacity



TYPE J-217W  
217 Ampere Hour Capacity  
This type one inch taller

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DON'T HANDICAP YOUR GOLF CARS.  
Use Trojan Golf Car Batteries with years of proven quality — standard of the industry is the Trojan J-170.  
For extra rounds of golf plus extra months of service use the Trojan J-190 — or for the finest of all, the Trojan J-217.

**TROJAN "MILEAGE MASTER" GOLF CAR BATTERIES**

TROJAN BATTERY COMPANY • 724 EAST 61st STREET • LOS ANGELES, CALIFORNIA 90001

For more information circle number 195 on card





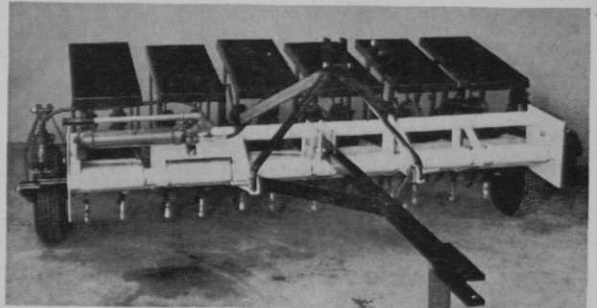
# GROUNDS MAINTENANCE and TURF EQUIPMENT

## TURF SWEEPER - 720



IN DUMPED POSITION  
5 CUBIC YARD HOPPER  
3 POINT HITCH - 5 FOOT WIDTH

AERATOR  
#590  
7' Swath  
3-Point or  
Universal Hitch



## SWEEPER - 154

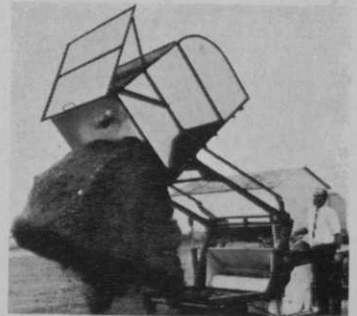


SELF PROPELLED  
1 CUBIC YARD CAPACITY

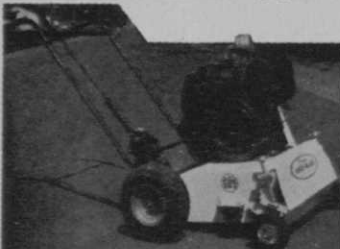
SELF POWERED TURF SWEEPER  
720E HL

HYDRAULIC LOADER  
Lifts To 8 1/2'

Dump Controlled For Truck Loading  
Thatcher and Aerator Attachments are  
available for all Rogers Sweepers.

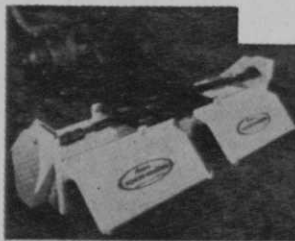


## AERO-BLADE - 509



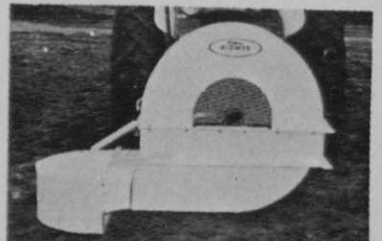
DEEP SHATTER AERIFICATION  
VERTICAL CUTS - SPIKES

## POWER AERATOR - 580



PTO DRIVE  
7' AERATING WIDTH

## BLOWER - 40



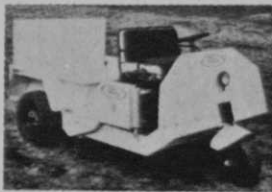
250 MPH BLAST - OPERATOR CONTROLS  
BLOWER DIRECTION - 3 POINT HITCH

## AERO-BLADE-548-WITH SEEDER



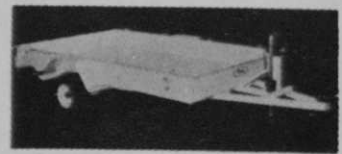
PTO DRIVE - 4' CUTTING WIDTH  
REMOVE THATCH, AERATE, RENOVATE,  
TILL, PLANT, OR SPIKE.

## TRUCK - 12



1000 LB. CAP. - 12 HP  
DIFFERENTIAL - TRANSMISSION  
SPEEDS: 0 TO 15 MPH

TRAILER - 70.  
1000 TO 2500 LB. CAP.



EASY LOAD - EASY UNLOAD  
LIGHTS, JACK, TILT BED  
STANDARD EQUIPMENT.

JACOBSEN MANUFACTURING CO., ROGERS DIVISION  
OLATHE, KANSAS 66061

PHONES: 913-764-1615  
913-782-0831



# gcsaa

The increasing number of golf courses being built each year is reflected in the various industry shows. And the 40th International Turfgrass Conference & Show bears this out quite well. Superintendents across the country will attend a much bigger show this year. At press time, 120 exhibitors had contracted for space compared to 109 last year. But that's just part of it.

The super can really wear out his shoes if he wants to. He will be able to visit 298 booths covering 31,800 square feet. This is an increase of 44 booths and 11,276 square feet from the previous show's 254 and 20,524, respectively.

Supplementing this will be talks by about 40 speakers on a wide range of topics. They will try to humor the super ("Humor and Life" by Dr. Frank Goodwin), inform him ("Poa Annuua in the South" by Dr. Evert Burt and "Poa Annuua in the North" by Dr. James B. Beard), and prepare him ("What to Look for in the Future" by Joseph J. Donoghue), among other things.

As for new products, a count of how many are displayed each year is never taken because it involves too much work for the limited manpower available. However, it is obvious that since there are a greater number of exhibitors and booths that there will be more new items.

GOLFDOM has been able to obtain a run-down of many of the new products you will be seeing at the show. Following is an advance preview of these show products.

**Golf cars**



**Club Car** offers the Four-Bagger, a 103-inch long, 50-inch wide golf car. Weight is 710 pounds. The car is converted to a four-bag vehicle by buying the four-bag attachments, drilling two holes in the fiberglass body on both rear fenders and drilling two holes on each side of the rear bumper. It can also be rented for two or three bags.

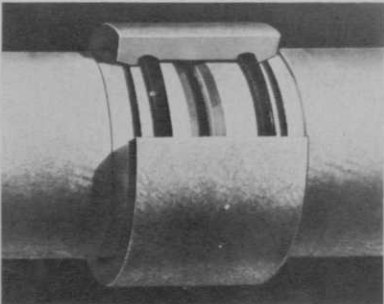


**E-Z-Go Car Division** is showing three- and four-wheel (models X-440, X-444) electric golf cars. The cars measure 90 inches long, 47 inches wide, 45 inches high and have a loading capacity of 800 pounds. The frame is rectangular steel tubing; the body is constructed of steel panels, and the seats are foam rubber over wrapped

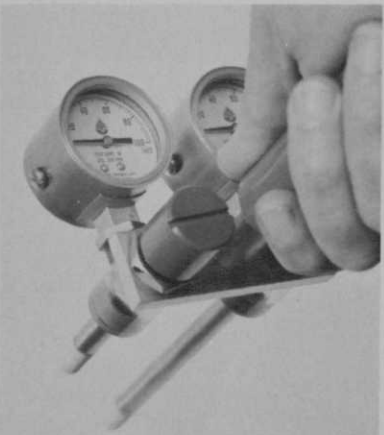


coil springs. Colors are red, blue, green or white. Accessories include automotive-type steering, top frame and cover, lights, horn, chrome hub caps, tow hitch and bar and a radio.

**Irrigation equipment**

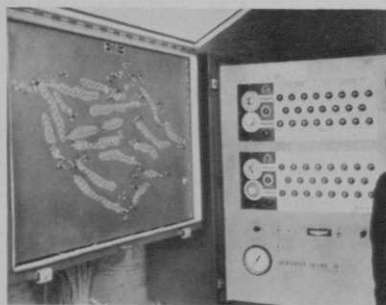


**Certain-teed Products Corp. Pipe Div.**, manufacturers of Type 1 PVC solvent weld utility piping, introduces a gasket joint piping system called Fluid-Tite PVC. Couplings come in 9-inch uniform lengths, 1½ to 6 inches wide and are shipped separately from pipe to prevent freight damage.



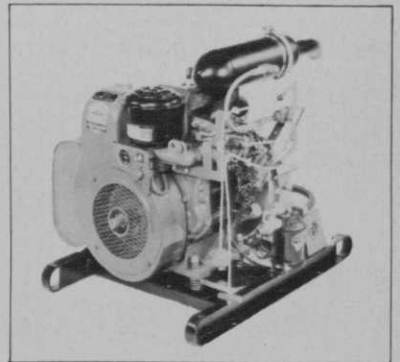
**Soilmoisture Equipment Corp.** announces the Turf-Probe, which measures at two levels soil moisture for plant growth. The readings are in centibars of soil suction and are independent of soil type, temperature

or salinity. The unit is self-contained, requires no batteries, adjustments or calibrations and consists of probe, coring tool and stand. All parts are corrosion proof; the gauges are hermetically sealed. Parts and workmanship are guaranteed for one year. Price: \$90 f.o.b. Santa Barbara.



**M.O. Mattwell, Inc.**, presents the Central Irrigation Controller, which regulates water at each sprinkler head within close limits and can syringe greens, tees and fairways without interrupting play. The control panel is color-coded to each control valve so that one or more sprinklers can be operated manually, automatically or disconnected. A telephone-type switchboard provides fast communication for any changes in the sprinkler program. A re-cycling device allows up to 11 light watering cycles.

emergence herbicide packaged in a 24-pound box and is especially recommended for use on 123 species. It is also recommended for control of chickweed, foxtail, lambsquarters, purslane, Poa annua and goosegrass.



**The J.J. Dill Company** handles the London Fogger in three models for mosquito control. Model 25 is powered by a 12hp engine, weighs about 225 pounds, and has an output of 20 to 25 gallons an hour. Model 50 is powered by an 18hp engine, weighs about 350 pounds and has an output of 30 to 35 gallons an hour. Model 100, weighing about 650 pounds and powered by a 37hp engine, has an output of 70 to 75 gallons an hour. J.J. Dill Company also publishes a 16-page book on specific turf care needs and is available free to people in charge of maintenance of turf for golf courses.

**Turf products**

**Diamond Shamrock Chemical Company** introduces a turf formulation, package and revised pricing structure for Dacthal. The Dacthal W-75 For Turf is a 75 per cent wettable powder formulation of the company's pre-

**Elanco Products Company** offers Balan Granular pre-emergence herbicide for control of annual weedgrasses in established turfgrass. New this year is the recent clearance from the USDA to add control of Poa annua to the claims and uses of the herbicide.

*Continued on page 58*





## **Today's best mowing power. New Ford LCG tractors. Do a lot more.**

Beat the push for time with versatile, economical Ford LCG (low center-of-gravity) tractors. Powered for your operation, there are two sizes—the 32 hp Ford 2110 LCG and the more powerful 52 hp Ford 4110 LCG. Here's all you need to handle large mower set-ups, to maintain fast moving speeds in all conditions. **All the features you expect** from Ford are available. Tractor weight is well distributed on front and rear wheels, so these units tread lightly on turf. Where increased flotation is desired, wide-base front tires and jumbo rear tires are available. A full range of mowing speeds is furnished by the Ford 8-speed dual-range transmission, or the optional 10-speed Select-O-Speed transmission to match load, ground and slope conditions.

Ford LCG tractors mow, and do a lot more. They can help you make the most of available manpower, can help hold the ceiling on rising costs. See your Ford tractor and equipment dealer soon. Ford Motor Company, Birmingham, Michigan 48012.

For the name of your nearest Ford industrial tractor dealer: call free any day, any night—Area Code 800-243-1890.

In Connecticut call collect: 853-3600.



Ford . . . your key to time.  
Time . . . your key to profits.

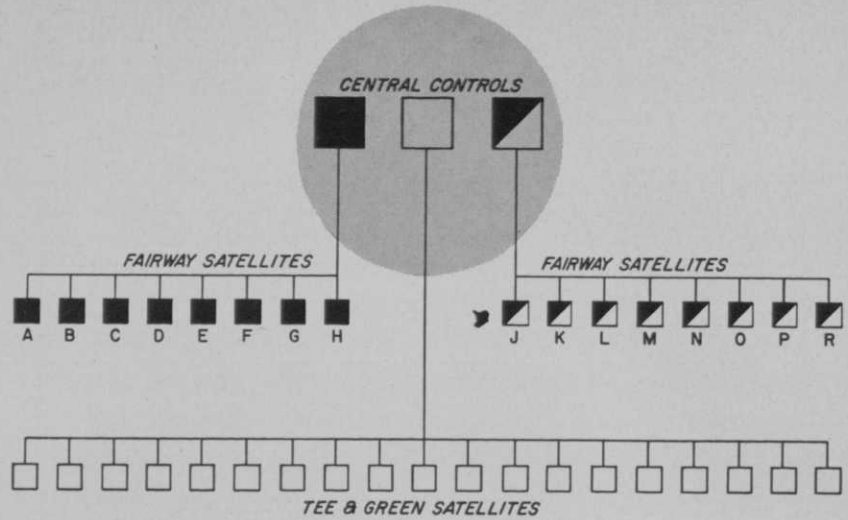
**FORD TRACTOR**



For more information circle number 251 on card

VARI-TIME® central  
control system  
by TORO®

Satellite Controllers connected to one central control allow flexibility of zone control (separate variable timing for each sprinkler head) plus central control of starting times and repeat cycles. Cost is only one to three percent more than conventional zone control system.



Three central controllers located in Superintendent's office or pump house signal an entire golf course or large turf sprinkler system for automatic, semi-automatic or by-pass as required by weather. Central control allows instant changing of watering times and number of cycles for effective soil infiltration. Improves health and vigor of grass.

# Toro's sprinkler system saves labor, saves water.

Central control costs only  
1 to 3% more than old-fashioned  
zone control systems.

The cost of turf maintenance labor (*when available*) has risen at the rate of 5% a year for the past ten years. There is no end in sight.

That's why automatic sprinkler systems have caught on so rapidly in the last decade.

But zone control systems still require a lot of manual adjustment, particularly in times of drought or heavy rainfall periods.

TORO'S Vari-Time central control system permits *more-remote* control. True labor-saving automatic control from a central source.

TORO'S water-saving 2-speed gear-driven sprinklers rotate at normal speed in over-

lapping areas, then automatically slow to ½ speed in areas covered by just one sprinkler. This eliminates puddles and run-off in overlapping patterns, saves water costs and smooths out precipitation. The same amount of water is applied in 40 minutes that conventional single speed heads apply in 60 minutes in the non-overlapped areas.

If savings in labor and water costs interest you, call your nearest TORO distributor. (He's listed in the Yellow Pages.) Or write: TORO Manufacturing Corporation, 8111 Lyndale Avenue South, Minneapolis, Minnesota 55420.

## TORO®

Automatic Turf Sprinkler Systems

For more information circle number 245 on card



# CMAA

## Profiling the manager *At the Dallas CMAA convention a computer will seek a composite of today's manager*

One of the highlights of the 42nd annual Club Managers Assn. of America Conference, February 11 to 15, will be the Day of Statistics. The purpose is to come up with a profile of what the manager is like, what his responsibilities are, what his jobs are and who he deals with.

This will be the CMAA's first attempt to find out, with the use of a computer, vital facts such as titles, how many people are employed under a manager, functions and similar pertinent information. At press time, no exact questions were formulated. The association has queried the manager in the past, by means of questionnaires, but this time it hopes to capitalize on the heavy concentration of managers at the Statler Hilton show in Dallas, Tex.

Reservations are running ahead of any previous meeting. One official estimates the conference will attract approximately 1,200 managers plus some 500 wives.

The opening day will be set aside to allow members to have business meetings. The talks will begin on the 12th. The 1969 edition's theme will be *Transitions in Leadership*. The main speaker, Don Fuller, author of "Manage or Be Managed," will open the conference with the topic, *Transitions in Management*. Dr. Robert Beck, dean of the Hotel School at Cornell University, will be the featured speaker at the luncheon and will talk on *Operation Breakthrough*. This talk will be a projection of what the club manager industry will be like in the year 2000. Mr. Fuller will close the afternoon session with another talk, *How to Reduce the Risk in Decision-Making*.

Seven seminars, each one hour long, will be the next day's activities. Every one of the seven will be repeated four times that day. The seminars are:

1. *Transitions in Food and Equipment*—by Dr. Edward E. Anderson, Defense Food Research Laboratory, Natick, Mass.

2. *Transitions in Personnel Practices*—by Calvin White, Food Service Industry Training Program, Inc.

3. *Transitions in Member Marketing*—by Winthrop Grice, vice president of marketing, Marriott, Inc.

4. *Transitions in Management Processes*—by Dr. Maneck Wadia, California Western University at San Diego.

5. *Transitions in Clubhouse Maintenance*—by Robert James, president, Memphis Building Maintenance Company.

6. *Transitions in Managerial Relationships*—by Reed Seely, manager of the Harvard Club in Boston.

7. *Transitions in Club Accounting*—by members of the Univac division of Sperry Rand Corporation.

The CMAA will host members of the Professional Golfers' Assn. and Golf Course Superintendents Assn. of America at a social luncheon during the day.

Friday will be concerned with the previously mentioned Day of Statistics. Also scheduled is a speech by John Watson at the luncheon on the *Effects of Lighting in the Country Club*.

The closing day will feature a management breakfast and a luncheon that will spotlight a management and tax clinic, designed to end the conference on a humorous note. Dr. W.E. Thorn, Baptist minister from Wichita, Tex., will be the final speaker. A banquet and formal dance in the evening will conclude the show.

Next year's show will be at the Freemont Hotel in San Francisco. Exact dates were unavailable at press time, but it will be again in February. □

# Lewis Line...

