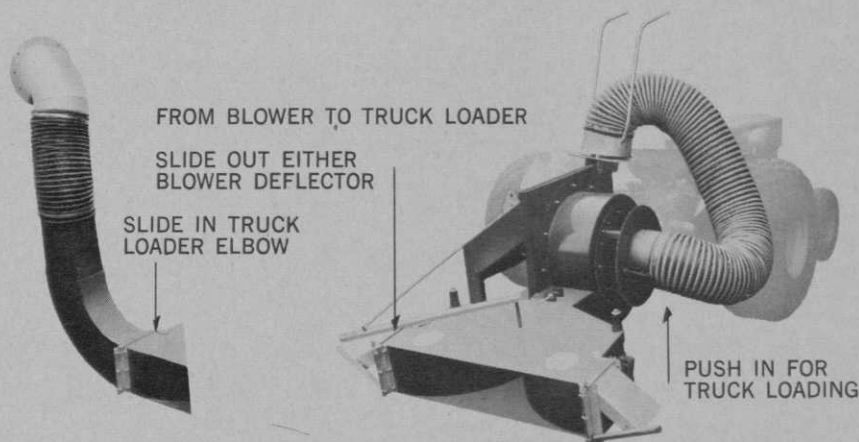


BUY GIANT-VAC GET GIANT ECONOMY

GIANT-VAC universal P.T.O. unit converts to
blower, vacuum, thatcher, truck loader . . .

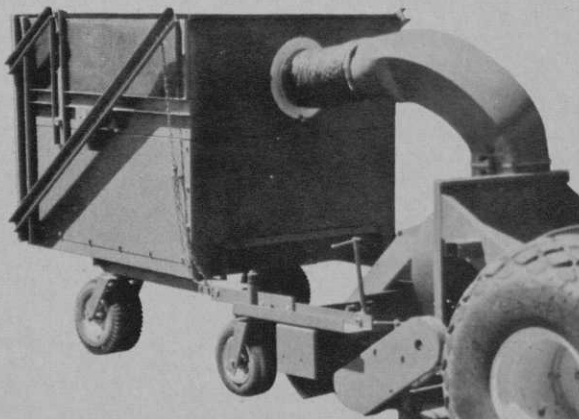
As double headed blower . . . to truck loader in 30 seconds



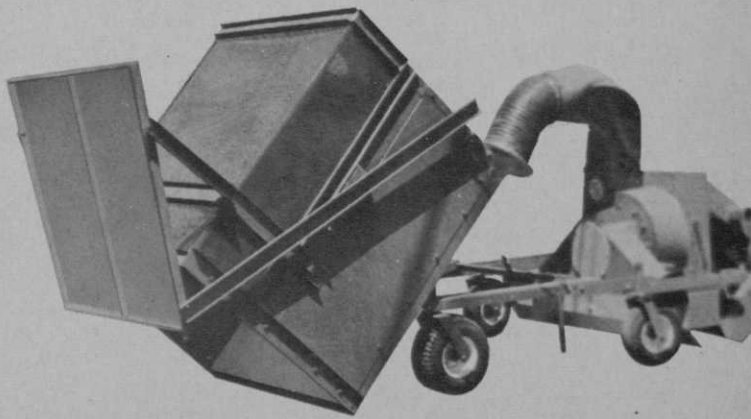
Exhaust velocities exceeding 250 M.P.H. rapidly clean a large turf area. By flipping one tractor operated lever, the air discharge is changed from left to right allowing constant windrowing regardless of tractor direction. Special features allow converting to a Truck Loader in 30 seconds, as shown.

As vacuum, thatcher and truck loader . . .

Vacuums a 6 foot swath and thatches large acreage at the same time. Truck Loading hose attachments may also be added to this combination. A variety of self-dumping trailers are available.



VACUUMING AND THATCHING



SELF-DUMPING

GIANT-VAC offers a P.T.O. driven power unit which performs many functions. Propelled by a standard tractor, this unit with available accessories is versatile and efficient. It can be operated as a double headed blower, cleaning many acres per hour. Attachments are available which convert the Blower to a Truck Loader in less than a minute. This P.T.O. unit is readily changed to a 6 foot vacuum machine. A Thatcher can be added to the vacuum head. Thus, large areas may be thatched and efficiently vacuumed at one time. Other attachments are also available, as well as, an assortment of debris collection trailers. Other Giant-Vac products include . . . Truck Loaders from 12 to 65 H.P. . . . Giant-Blos from 5 to 65 H.P. . . . Giant-Vacs from 5 to 10 H.P. . . . Thatchers . . . plus many standard accessories to custom-fit your needs.

GIANT-VAC MFG. INCORPORATED

AFFILIATE OF H. L. DIEHL COMPANY, INC.

SOUTH WINDHAM, CONN. 06266

Pioneer of Vacs

Weather: Freezing; Golf: Fine

By installing infra-red heaters at the driving range tees, club managers can boost winter traffic. Golden Tee Golf Center did by 65 per cent

AS soon as cold, damp or freezing weather descends, operators of golf courses and driving ranges might as well close down. The lines of fair-weather golfers waiting to tee off or practice on the driving range melts away as the mercury drops, and it is a lucky operator who can meet expenses, let alone show a profit, once the season is over.

Not so at Golden Tee Golf Center in the Cincinnati suburb of Sharonville. Manager and head professional Tom Ritter keeps it open and comfortable year-round. Twenty gas-fueled infra-red heaters create individual comfortable zones in each of the aluminum-partitioned tee stalls, where they are mounted nine feet overhead at a 30-degree angle.

The radiant energy of these units, is available within a few moments. The heater's ceramic element glows cherry red, and infra-red energy is directed downward in a controlled path by the shaped reflector built into the unit. This energy, directly absorbed by surfaces in its path, makes them warm regardless of air temperature and keeps concrete floors, carpet mats and everything in the tee position—including the golfer—dry. It even prevents buildup of ice or snow. Additionally, as the floor and walls are warmed, they give off by convection, secondary radiation that helps warm the surrounding air. The aluminum wall partitions also reflect a significant amount of heat so that golfers can practice their drives in shirt-sleeves when temperatures are below freezing.

The effect of this increased comfort on Golden Tee's winter business has been "nothing short of phenomenal," reports Ritter. Not only is traffic on the driving range tees up by an average of 65 to 70 per cent over previous levels, but substantial off-season business has been directed to the pro shop.

Because it is located close to two motels, the center is ideally situated to attract transient businessmen and executives. But no matter how well designed and inviting a facility looks, it only earns a profit when it is being



used. Extending the use of Golden Tee to include the maximum possible number of people over the maximum possible number of days was Ritter's primary objective in specifying the gas-fueled heaters.

Normally the Cincinnati area has relatively mild winters, but there are from 40 to 50 days each season when dampness, chill, freezing rain or snow makes the driving range unplayable without some form of supplemental heat. The revenue loss as a result of a forced closing on



any given day can vary from \$250 to as much as \$1,000 depending on the number of golfers who want to practice. Naturally, Ritter intends to keep his driving range as busy as demand warrants, so heating was a logical addition to the snack bar, pro shop and other comforts provided for golfers.

The first attempt at heating Golden Tee's practice stalls, however, was a failure. Damp weather compounded the problems experienced with electric radiant heaters,

and the results affected both performance and reliability. Even when operating, these heaters did not produce a level of warmth to insure customer comfort. Their installation required heavy cables and insulation, adding to initial costs, and energy costs were "out of proportion to the benefits derived," according to the management of Golden Tee.

A tour of other installations where natural gas infra-red heaters were doing an effective job at realistic costs soon convinced Ritter that there was nothing impractical about the idea of off-season heating for his range's practice tees. It was only a matter of choosing the right equipment and energy source.

A pilot installation of five heaters began in the fall of 1968, and Golden Tee's management agreed to try them on a "money back if not satisfied" basis. The pilot installation proved so popular in its first season that it was immediately expanded to 10 units, with another 10 added two weeks later. Golfers soon learned that the infra-red heaters could keep them comfortable in any weather. Ritter's off-season business boomed as the word spread. Golden Tee was the first golf center in the Cincinnati area to offer the heated driving range tees, and the competitive edge this produced will take a long time to wear off, predicts the head pro.

Actual operating cost of the infra-red heaters is calculated at an average of just under three cents per unit hour, based on the local utility's volume commercial rate. Compared to the electric heaters originally used, this is less than 20 per cent of the hourly operating cost. Moreover, with natural gas, Golden Tee pays only for the actual amount of energy used. There is never a penalty demand charge for consumption over a specified amount. Maintenance expense for the heaters is minimal: a seasonal cleaning normally is enough.

To protect the heaters against unnecessary exposure and possible vandalism, they are installed on demountable frames with simple connections to the permanent gas lines. When weather turns mild, the heaters can be taken down in a few hours and stored.

Encouraging the practice of golf as a year-round sport not only makes Golden Tee's customers more proficient, but also keeps the cash register busy. "Making our patrons comfortable pays off in extra sales all round," concludes Ritter, "and we credit natural gas infra-red heating with a major share in our off-season success." □

SOW AND STAND BACK IT'S RYEGRASS



Consider this when planning your overseeding program! You'll find that Annual Ryegrass is the grass in the mixture that will give you green in a matter of days.

Annual Ryegrass will germinate in 5 to 14 days . . . even less under ideal conditions. With a fast starter like Ryegrass you'll avoid that awkward situation when the native grasses are losing their color and your overseeding hasn't produced the color your players want.

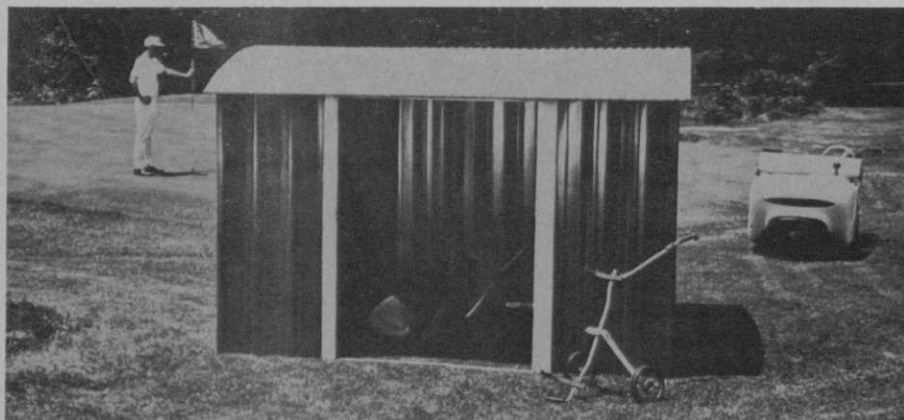
Make Annual Ryegrass a part of your overseeding program. It's a proven performer.

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Oregon Ryegrass"
write to:

OREGON RYEGRASS GROWERS SEED COMMISSION

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For more information circle number 242 on card



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...the new, multi-purpose utility building by Conrad

Ideal storage for golf carts, green equipment and all maintenance supplies. Utilicom provides clean, dry, safe storage all year 'round. Rent to your customers for convenient, private storage of carts, clubs.

Heavy gauge, overlapping roof and side panels make Utilicom the strongest, sturdiest building of its kind you can buy. Made of all galvanized metal . . . won't rust. Features full 7½' x 10' floor space, 70" entrance, 7¼' height. Big 57", free-sliding double doors (available on end for golf carts). Available in tan, white,

maroon and blue-green. All bolted construction makes Utilicom easy to assemble.

Send coupon to **Conrad, Inc., Dept. G-8**
Houghton, Iowa, 52631 for complete
information and name of nearest dealer.

Name _____
Address _____
City _____
State _____ Zip _____

For more information circle number 223 on card

PEOPLE IN THE NEWS



GRAFFIS

Joe Graffis Sr., Associate Publisher of **GOLF** and **GOLFDOM** Magazines, has been appointed to the advisory board of The National Club Assn. He also will serve as **GOLF**'s and **GOLFDOM**'s representative to the new Allied Assn., which brings together executives of major club industry associations, including the Professional Golfers' Assn., Golf Course Superintendents of America Assn., Club Managers of America Assn., National Golf Foundation and the Assn. of Club Athletic Directors.



CUMMING



KLEMM

Charles E. Cumming is the president of **Stylo Matchmakers International, Inc.**, headquartered in Leeds, England. **Stylo Matchmakers**, manufacturers of golf shoes, will introduce its line of men's and women's golf shoes in pro shops in the United States. The company is located at 55 Woodrock Road, Weymouth Industrial Park, East Weymouth, Massachusetts.

Frank E. Klemm is product manager, plastic pipe, of the **Flintkote Company**, Pipe Products Group.



No sweat for your clean-up crew.

Parkways, fairways, play fields, picnic areas, industrial grounds. And other places where people gather. They can be clean and beautiful one day. Littered and ugly the next.

No sweat.

You can give every place a quick and easy clean-up treatment with this one man crew. Contents: one Jacobsen-Rogers 720 EHL Sweeper Loader (with one of your regular tractors); one man to operate it.

The Sweeper-Loader has patented rubber fingers that pick

up cans, bottles, paper cups, waste paper, rocks, sticks, wet or dry leaves and grass. A 5 cu. yard hopper on a hydraulic lift raises and dumps loads into a truck. This eliminates double handling of loads. And makes it possible for you to have a one-man, one-machine clean-up crew.

Don't you have a job for the 720 EHL? For further information, write Dept. 0000.



JACOBSEN®
Rogers Division

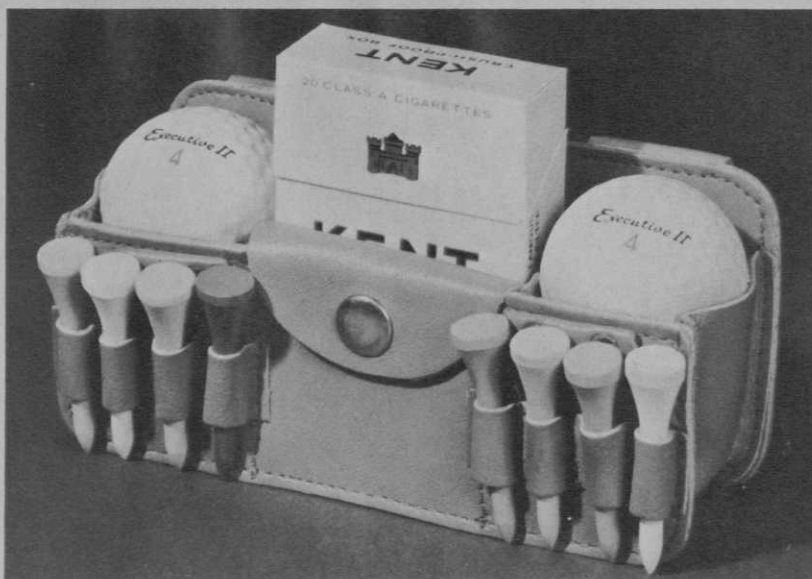
1721 Packard Ave., Racine, Wisconsin 53403

For more information circle number 214 on card

NEW PRODUCTS

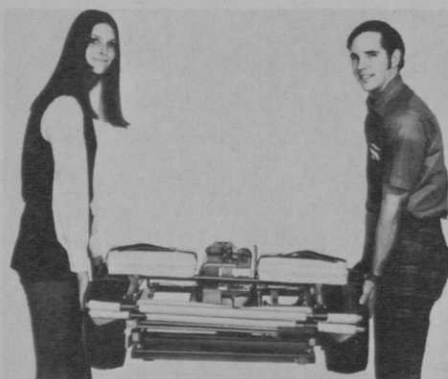
C.B. Dolge Company announces Tote weed control. Tote works through the roots to sterilize the soil with a high rate of toxicity. One gallon in 15 gallons of water treats 1,000 square feet on dry ground. Tote has no salty taste to attract and harm animals and poses no threat to surrounding shrubs since it is not a spray.

Circle No. 101 on reader service card



Golf Caddy Mfg. Company introduces a lightweight carry-all for women. It attaches to any belt and holds two balls, eight tees, cigarettes and matches, and money. Made of cowhide with brass reinforcements, it comes in eight colors.

Circle No. 102 on reader service card



Middle State Mfg. Company, Inc., introduces the Mini Golf Cart, a folding, two-passenger golf car that fits in the trunk of an economy car. When folded it is 39 by 31 by 15 1/2 inches and weighs 112 pounds.

Circle No. 103 on reader service card



Osrow Products Company, Inc., announces the Stanley Steamer to steam away wrinkles from clothing and fabrics. Operating on 110 volts, it uses regular tap water and shuts off automatically when empty. Its suggested retail price is \$9.95.



Circle No. 106 on reader service card



Webber Glass Mfg. Company announces Sub Scrub to clean and polish any size or shape glass, mug, pitcher or cup. Made of stainless steel, Sub Scrub can be installed in any sink or dish table.

Circle No. 104 on reader service card

Howard S. Crane, Inc., introduces a low-cost soil moisture tester. Aquaprobe is a lightweight unit that gives moisture readings at soil depths of two to 26 inches by measuring the amount of electricity the soil will conduct.



Circle No. 105 on reader service card

Lakewood Publications, Inc., announces a complete weather forecasting service which provides a detailed guide for planning outdoor events in advance. Weather-Scope includes forecasts for 90 days ahead with accuracy ratings and periodic six-month forecasts among other features. The service costs \$36 yearly with a cancellation option.

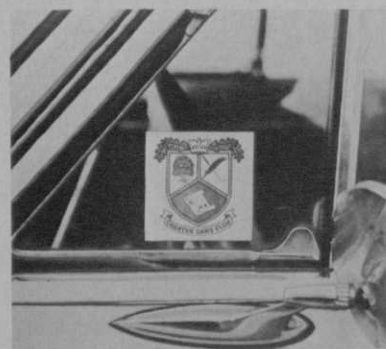
Circle No. 107 on reader service card



American Cleaning Equipment Corp. has designed the Compact 30 for indoor/outdoor vacuuming. It vacuums anything from sand and grit to broken glass and bulky debris. Among its other features are a 30-inch nozzle, heavy-duty filter bag and four hp gas or electric motor. The Compact 30 is 48 by 31 by 31 inches and is available with accessories.

Circle No. 108 on reader service card

Allen Hollander/Kimball Systems has Window-Stik window decals. These mirror-image stickers can be attached to car windows without glue or water and are constructed to prevent peeling or fading. Available in any design and color, they offer club managers a way to monitor parking areas.



Circle No. 109 on reader service card

Smithco, Inc., announces Spraymate, a self-contained, four-wheel piggyback sprayer that can be loaded and operated by one man. It is equipped with a 65-gallon fiberglass tank and a pump that generates 400 psi.

Circle No. 110 on reader service card

Hays Mfg. Company announces Safe-T-Rain for turf watering and irrigation. Special features are a ball rotor drive sprinkler with an impact sprinkler and a pop-up sprinkler, and an adjustable nozzle with a range of 16 to 43 feet. It is available with three interchangeable nozzle sizes providing a flow rate of 2.9 to 6.49 gpm.

Circle No. 111 on reader service card

Febco, Inc., announces a Stopomatic valve which prevents water drainage from sprinkler heads and guards against soft, soggy spots

around the sprinkler. Constructed of 150-pound WOG brass, it closes automatically when water pressure drops below 20 pounds per square inch.

Circle No. 112 on reader service card

International Recreation Products, Inc., has developed Flexi-Turf golf brush. This home practice golf mat is available in four standard sizes: 5 by 20, 6 1/2 by 22, 12 by 24 and 12 by 30 inches.

Circle No. 113 on reader service card

(Continued on page 58)

I'LL SET YOU UP IN YOUR OWN BIG-PROFIT MAIL ORDER GOLF BUSINESS

Let me help you double or triple the volume of your pro shop... You don't have to add a cent to your payroll, enlarge your shop or carry any extra inventory!

You have the best mailing list in the world... hundreds of men and their families who enjoy owning the finer things in life and can afford them. I want to show you how you can use that list most effectively, to bring you as much as 2 to 3 times the volume your pro shop is making now... maybe more!

I do practically all the work for you!

No guesswork... no risk... I show you exactly what to do... and it's easy! I'll regularly provide you — in any quantity you need — my dynamic sales catalogs, brochures and special mailings, created by the experts of the world's largest mail order golf supply company. These powerful, tested "salesmen in print" offer the finest in golfing accessories and other superb gifts for your club's members. I'll show you how to distribute these "salesmen" under your name and get back many big orders. You simply send us the orders to fill, and you make a big profit on each order. We'll drop-ship directly to your customers if you wish... even handle charges for you on all major credit cards. You don't have to buy or carry any stock!

An all-year business... no "off season!"

Even in your usual "off season" months, you can be coining money! For the first time, cash in on the tremendous Christmas season. More golfing supplies and accessories are bought September through March than at the height of the traditional "golfing" months... believe it or not! Find out for yourself without a penny of risk!

Get your slice of the multi-billion-dollar corporate business gift profit pie!

Does your club's membership include top executives of large companies? Fine! I'll set you up with a program for you to influence these companies — through their executives — to order superior business gifts in quantity to their customers! Somebody gets this big corporate gift business every year. Why not you?

Get the inside track in your area... now!

The first pro in your area to take me up on this plan will pocket the lion's share of the profits. Some of your members belong to more than one club. If you're first to reach him with your new

mail order business, he's your customer from then on. Don't let anyone beat you to the punch. Investigate this opportunity TODAY!

Get full big profit story... without risking a penny

I'll send you complete information on my unique plan, including exciting new EXCLUSIVE catalog and other proven, tested, money pulling mailings without any risk on your part. Just mail coupon with your check for \$5.00 (as evidence of sincere interest. Materials supplied actually cost us many times this amount to prepare!) If after examining the package for 3 days, you sincerely feel your investment has not been adequately repaid, return the shipment for full refund of your five bucks. Otherwise, you will be granted 15 days' to claim your exclusive area franchise.

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Send me the complete introductory folio outlining the advantages and big-profit opportunities offered me by the DYNAFLYTE "YOUR OWN MAIL ORDER BUSINESS" franchise system including actual samples of catalogs and mailings. I am enclosing my check for \$5.00. I understand that under your NO-RISK examination privilege, I may take 3 days to become acquainted with all the advantages offered me. If I feel my investment has not been justified, I may return the package and you'll refund my five bucks. Otherwise, you will grant me an additional 15 days to claim my Free exclusive franchise.

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Club or Course

Affiliation

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For more information circle number 218 on card



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GREENS AND TEES

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TORONTO C-15 BENT
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Quality Growers for 22 years



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**HIGHEST COMMISSIONS
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in the GOLF BALL industry

20%

**TOP LINE PRODUCT
GOOD REPEAT ORDERS**

**Earn up to \$100 per day
Most Territories Open
Reply giving details to
Box #659 c/o Golfdom**

For more information circle number 278 on card

New Products

(Continued from page 57)

Perbus Company has published a diary for golfers called the Golf Game Record. Pocket size with a hard cover, the Golf Game Record provides space to record the date of play, description of course and details for 144 rounds. Retail for \$2.25.

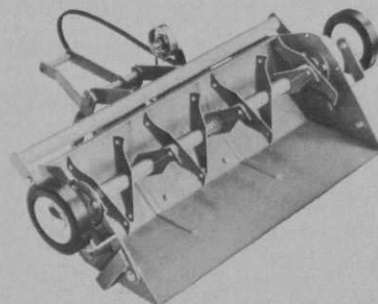
Circle No. 114 on reader service card

Onox, Inc., announces the Model 690 footsprayer for prevention of athlete's foot. It holds one gallon of solution which is dispensed as the bather operates the foot pedals. It is shatterproof, sanitary and easy to clean.



Circle No. 115 on reader service card

Simplicity Mfg. Company has developed a lawn revitalizer attachment for its 8hp, 7hp and 5hp tractors. The attachment raises thatch to the top of the lawn, aerates the soil, prunes roots and builds an irrigation system with self-sharpening blades set three inches apart that cut to depths of up to 1 1/4 inches. Sells for under \$140.



Circle No. 116 on reader service card

Stellar Electronics & Mfg. Corp. introduces the Eco, a low-price mini-bike. The Eco offers disc brakes, a 2 1/2hp engine and four-inch steel wheels among other features.

Circle No. 117 on reader service card

**If
it's an
Award
...We
Have
It!**

Golf Prizes



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HOLLOWARE • TOURNAMENT FAVORS
NOVELTIES • FUNCTIONAL PRIZES

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For more information circle number 279 on card

NEWS OF THE INDUSTRY

Palmer film available

A 28-minute sound and color motion picture starring Arnold Palmer is being distributed by Sears, Roebuck and Company on a free-loan basis. Called "**Better Golf With Arnold Palmer**," the film was made during tournament play at the Kaiser Open last November at Silverado CC, Napa Valley, Calif. Narrating the film, Palmer describes how he played, the type of shot facing him and what happened. For more information and bookings write: Audio/Visual Div., Sears, Roebuck and Company, Dept. 703, 303 E. Ohio St., Chicago, Ill. 60611.



Out for bigger game

A five-ton elephant was the prize on a Kenya safari taken last January by Richard S. Humphrey, president of Reach, McClinton & Company, advertising agency for Acushnet Process Sales Company.

The elephant was bagged after three hours of intensive maneuvering to get within the 10 yards necessary for a good shot. The largest bull in a herd of five, the elephant sported the biggest tusks Mr. and Mrs. Humphrey had seen during the month of their safari.

Shakespeare efforts saluted

The *Shakespeare Company* has been singled out by the Michigan State Chamber of Commerce for its efforts to solve water pollution problems in connection with the firm's electroplating operations. The chamber's Natural Resources department sent a Special Report, titled "Shakespeare Tackles Water Pollution," to its members. In the report vice president Everett Hames says, "Sport fishing's value to Michigan runs into the millions of dollars and Shakespeare's benefits from keeping fishing waters clean are obvious. But we are sure that a broad spectrum of our fellow . . . companies derives revenue from this leisure activity in our state. We certainly urge all Michigan industry to join in the battle against pollution."

Vacation package for holiday golfer

Trans World Airlines announces its "Grand Slam Golf" brochure outlining seven model itineraries for the golfer who likes to travel. TWA's package deal includes European and Hawaiian tours ranging from eight to 28 days with prices starting at \$120 not including air fare. Pros can go along free on group-arranged tours of 19 or more with a \$50 commission for every paying member.

Tours are offered for 22 days in Italy, France, England and Scotland; 15 days in the British Isles; 14 days throughout Hawaii; 15 days in Switzerland and France; 15 days in the Iberian Peninsula; and eight-day tours of Portugal and Ireland.

USGA warns against Calcuttas

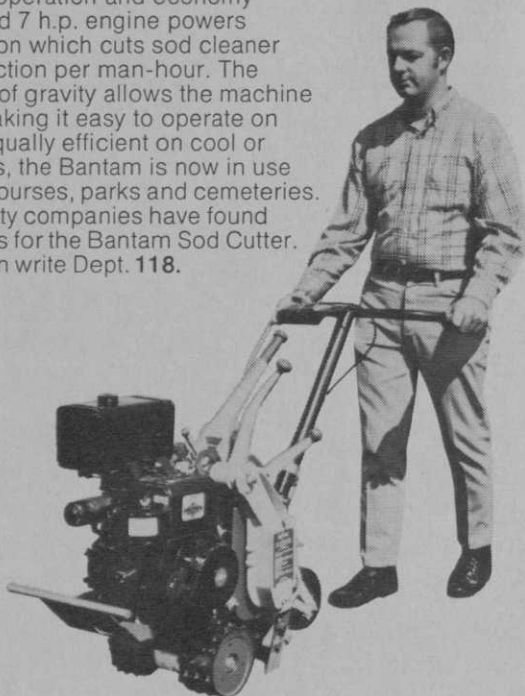
In response to press reports that Calcutta pools and similar gambling devices are again being run at clubs across the country, the **United States Golf Assn.** has issued another stern warning that not only are Calcuttas illegal in many states, but there are Federal taxes and other liabilities on Calcutta pools.

If a Calcutta is run in a state where it is illegal, loss of a club's liquor license may result. If it is not illegal, the club is liable for a wagering excise tax of 10 per cent of the total amount of tickets sold on players and the amount for which players are auctioned. In addition, each individual taking bets in the club's behalf is liable for a special tax of \$50. A Federal income tax

(Continued on page 60)

The only compact Sod Cutter with big sod cutter features.

The Bantam is a compact maintenance-type sod cutter with easy operation and economy designed in. A rugged 7 h.p. engine powers exclusive slicing action which cuts sod cleaner and increases production per man-hour. The Bantam's low center of gravity allows the machine to hug the ground making it easy to operate on all types of terrain. Equally efficient on cool or warm climate grasses, the Bantam is now in use on hundreds of golf courses, parks and cemeteries. Landscapers and utility companies have found extensive applications for the Bantam Sod Cutter. For further information write Dept. 118.



JACOBSEN®

Sod Master Division / 1721 Packard Ave., Racine, Wisconsin 53403

For more information circle number 212 on card

Light Weight - One Hand **RAKE-Ezee** SAND TRAP RAKE

Short handle, light weight. Golfer can rake trap while holding club in other hand.



HIGH DENSITY PLASTIC WEATHER-PROOFED



The bright, yellow-handled RAKE-Ezee Rake flags attention, reminds golfers to rake trap. Stands erect on blunt metal point.

Sturdy, attractive, won't rust, yet low in cost. RAKE-Ezee stands erect on point, reminds golfer to rake trap. Fully guaranteed with tough plastic head. See your distributor, or write:

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NORTH CENTRAL

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ELLEDALE, MINN.

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FEATURING FAST SERVICE TO THE TRADE FOR OVER 25 YEARS

WRITE FOR CATALOG RSO

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Phone 282-8060 • Area Code 312

For more information circle number 248 on card

News

(Continued from page 59)

information return (form 1099) must also be filed for each winner of \$600 or over. Failure to do so may result in a fine of up to \$1,000.

USGA repeats its warning to clubs and their officers and directors to protect their financial status and maintain the standards of golf.

PGA Div. expands golfwear lines

PGA Div., Victor Golf Company, is readying its enlarged and totally re-vamped line of men's golf shirts, golf jackets and sports jackets for fall 1970 delivery. The company will follow up with introduction and spring 1971 delivery of its line of PGA slacks. Also due this fall are the men's and women's new PGA Ryder Cup shoes, which are being manufactured and marketed under an arrangement with the PGA Div. Under consideration is the possibility of a line of women's PGA apparel. The company's increased efforts in the apparel field are in line with Professional Golfer's Assn. president Leo Frazer's call for greater emphasis on this area as well as the PGA Div.'s plans, a company spokesman said.

Selling by phone

The Inside Sales Dept. of MacGregor Consumer Div., Brunswick Corp., recently participated in a telephone sales seminar. Led by Victor M. Cribbet, instructor in the marketing department of Cincinnati and Suburban Telephone Company, the three-day course taught use of the phone in direct selling and how to turn a customer's complaint into a sale. The personnel department was taught how to instruct the course to make the seminar a continuing program at MacGregor. Plans are being made to include other departments in this program.

Longest regained

The International CC in Bolton, Mass., is in the process of regaining its distinction as the country's

(Continued on page 61)