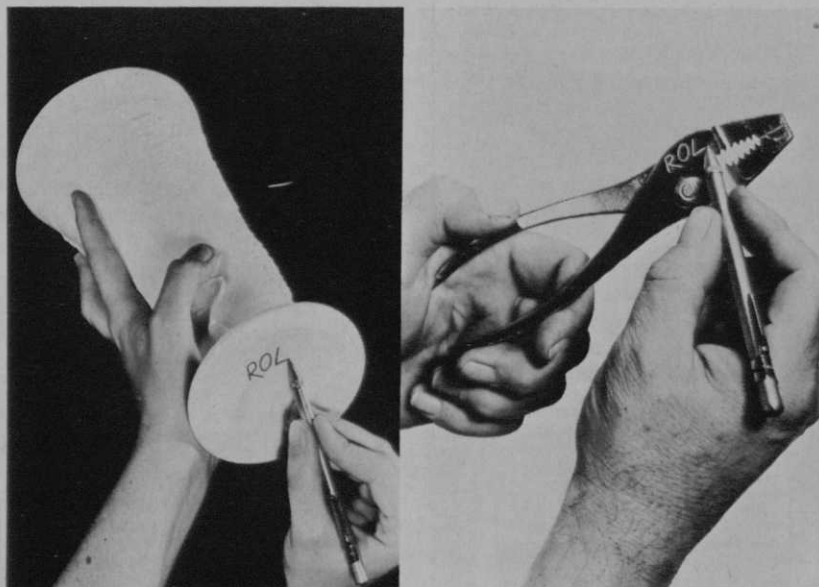
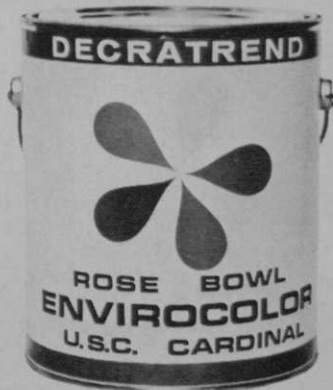


Lynema Enterprises, Inc., announces the Capri 70 Bench of reinforced fiberglass for indoor or outdoor use. There are five models available in shield-coated colors. The benches range in weight from 65 to 90 pounds and can be weighted to prevent moving or theft.

Circle No. 106 on reader service card

Decratrend's Envirocolor line is comprised of liquid chemical color coatings designed for coloring or line-marking grasses and other recreational areas for temporary or semi-permanent use. It can be used for area delineation or environmental control of area surface growth. It is non-toxic, non abrasive, will not cake, powder or rub off. It provides dead flat color without halos and can be applied by brush, roller or spray.

Circle No. 107 on reader service card



Rolyn Optics Company announces the Rolyn Diamond Marking Pencil for permanent recording of name, address or telephone number on tools, jewelry, cameras, trophies and golf clubs. It is made of metal, 5 3/8 inches in length and has a polished diamond tip. Retail price is \$7.95 each and includes an extra diamond point.

(Continued on page 62)

Circle No. 108 on reader service card



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THIS SPACE CONTRIBUTED BY THE PUBLISHER

NEW PRODUCTS

(Continued from page 61)

Febco, Inc., announces the M-2 Master Controller, a master control watering system designed for automatic irrigation of large turf areas. It has two separate control groups capable of operating up to 25 satellite controllers. The master controller automatically or manually starts the satellite pro-

grammed schedules at any 15 minute interval, day or night, on a 14-day watering program. A syringe cycle switch allows for a 2 1/2 minute watering cycle.

Circle No. 109 on reader service card

Strong Electric Corp.'s, Kaleidoview Projector features a professional lens and mirror system with a 10-inch FL projector lens, quick change color wheel assembly

with hexagonal pattern, a 500 watt 200 hour lamp with built-in reflector, stop-action control and speed control. It projects color from five to seven feet and can be used on screens, walls, ceilings, floors, dancers, crowds and products.

Circle No. 110 on reader service card

Gordon Corp. announces Trimec, a synergistic mixture of 2, 4-D, MCPP and Dicamba. For general broadleaf weed control Fairway brand Trimec, a combination high in 2, 4-D and low in Dicamba is recommended. There is also a preparation for weeds, such as thistle, and for weed control in phenoxy sensitive grasses such as bent and bermuda.

Circle No. 111 on reader service card

Terra-Green Div., Oil-Dri Corp. of America, announces Terra-Green Special Top Dressing for golf course putting greens and tees. Made of virgin montmorillonite, it has a pH of 6.25 and is chemically inert, sterile, inorganic, non-toxic and non-caustic.

Circle No. 112 on reader service card

Kelvinator Commercial Products, Inc., announces the Model BIC-4 built-in ice cream cabinet. It holds six 2 1/2 or three gallon bulk cans or nine elevator baskets. Constructed of galvanized steel, it comes with a stainless steel lid or plexiglass see through lid for merchandise display.

Circle No. 113 on reader service card

Par-Mate's hook-on golf towel is available with club name embossed free. The terry towel measures 14 by 18 inches, has a large metal hook for attaching to golf bag or cart. It is available in various colors and retails for \$1. A free display rack is given with an initial order of six dozen towels.

Circle No. 114 on reader service card

Spero Electric Corp. announces the revised 22-page Spero Mercury Vapor Broadlite Handbook containing new specifications on Broadlite Miniature industrial floodlights. The handbook includes ordering information, ballast engineering specifications and engineering application and data. Mounting instructions and beam patterns are included.

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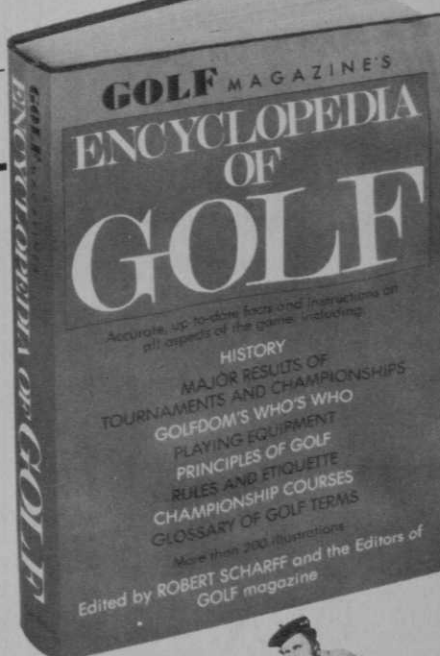
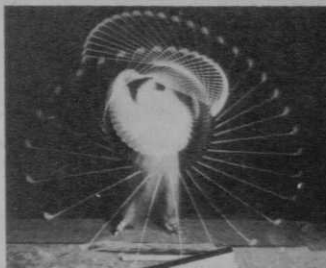
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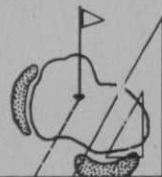
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PEOPLE IN THE NEWS



HUNNICUTT

Edward A. Hunnicutt becomes manager-special projects for Toro Mfg. Corp. The newly-created position is part of Toro's plans to increase new venture activities.

Dan Proctor joins the sales staff of PGA-Victor Golf with responsibility for the company's eastern Tennessee and western Alabama territories.

Robert W. Teeters is manager, service parts supply, JI Case Company. He takes charge of all service parts operations, including a new 285,000-square-foot warehouse and shipping center.



DRADDY

Vincent dePaul Draddy was elected chairman of the board of directors of College Marketing Corp. Draddy is president of David Crystal, Inc., a manufacturer of women's fashions; he is also a director of Hickerson Oil Company; president of Haymaker Sports, Inc., and president of A.J. Izod of London Company.



GREELEY



SCHMIT

Samuel E. Greeley has been appointed to the newly-created post of manager of international operations for Simplicity Mfg. Company, Inc. His responsibilities will be directing sales, evaluating and developing new markets for overseas products and establishing licensing agreements, joint ventures and manufacturing operations in foreign countries.

Paul T. Schmit, general sales manager, takes on the responsibility for overseeing the company's advertising, product promotion and product service programs, as well as directing the field sales organization. Schmit succeeds Dale Costello, formerly director of marketing, who left the company.

Roy Brookhouser is Roseman Mower Corp's midwestern factory sales representative.

Bob Murphy, touring professional, joins the Northwestern Golf Company's professional advisory staff where he will assist in the design and field testing of golf equipment for the company.



RICKARD



BADUINI

Clyde E. Rickard has been promoted to marketing vice president of the Sporting Goods Div., Shakespeare Company, and **Everett R. Hames**, vice president of Shakespeare, has been transferred to the corporate division. **John C. Baduini** will head up the store and professional golf lines for the company's Sporting Goods Div.

Terry Carney is the assistant national sales manager of the Etonic Div., Charles A. Eaton Company. Previously, Carney was Etonic's Western regional sales manager. He continues to operate from Los Angeles.

CLASSIFIED

JOBS OPEN

MANUFACTURER'S REP-CALL on Pro Shops with nationally advertised line of sportswear, gloves and golf accessories. 10% commission. Write Box 535, c/o GOLFDOM.

SALES REPRESENTATIVES WANTED — Electronic golf **HANDY-CAPPER** leased to golf clubs for use at the club. Provides handicap in 7 seconds. Demonstrated at the PGA merchandise show in West Palm Beach in January, 1970, and shown on the NBC Television "Today" show in February, 1970. Some exclusive territories still available. Leasing provides annual income. For details contact Bob Feistel, R.L.F. Associates, 166 B. Cabot St., West Babylon, New York 11704. Tel. (516) 293-6535.

Private Country Club in a Chicago suburb invites applications for the position of Head Locker Room attendant and assistant Locker Room attendant. High salary, private air-conditioned room. Paid vacation and insurance. Applicants must be sober. Only those qualified please submit resume of previous employment. Write Box 648, c/o GOLFDOM.

SALESMAN WANTED—OUTSTANDING OPPORTUNITY—Fitzroy Knitwear: Manufacturer of very fine quality men's knit shirts has a few territories remaining. We manufacture a complete line of quality shirts in several price and style ranges. If you are currently calling on golf shops and desire a truly outstanding additional line, please phone or write at once: Mr. Campbell-Fitzroy Div., Corbie Mfg. Co., 8035 13th St., Silver Spring, Md. 20910 (a/c301) 587-0501.

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shops only. Exceedingly generous commissions. Write in confidence to: Fable of Florida, 100 Shore Court, North Palm Beach, Florida.

DISTRIBUTORS REPS.-GAUZE TAPE SELF STICKING GAUZE available in METAL CANS—IN DEMAND BY PRO SHOPS. Easy seller, repeats quickly. Write Box 656, c/o GOLFDOM.

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Manager desires new location, 25 years experience. Wife can assist. Can furnish references. Write Box 644, c/o GOLFDOM.

Couple wish to relocate, prefer West or Southwest. Experienced in all phases of club management. Fifteen years experience in food and beverage management, eight of those years in golf business. Available at close of '70 season. Write Box 647, c/o GOLFDOM.

Man, age 62, wants position as Club manager and/or teaching professional. References. Prefer Western States. Tel. (303) 249-3826.

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WANTED: HEAD PRO POSITION. Ambitious, Class "JR. A" PGA Professional, age 32, married, B.S. Degree in Business, excellent references and teacher, seeking Head Pro Position. Will locate any area. Please write: GOLF PRO, P.O. Box 433, 1013 Holmes Ave., Vineland, New Jersey 08360.

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Bag Tags—We've a lot of satisfied customers. Quality tags, reasonable prices. Patton, 12624 S.W. 82nd Ave., Kendall, Fla. 33156.

LAWSUIT

(Continued from page 39)

create a monopoly in the retail sales of golf equipment.

"Golf City filed the suit" according to its attorney Henry Klein, "because the owner, James Orange, is being eliminated from competition. Golf City is in the business of exclusively dealing in golf equipment, but it is unable to compete with the pro shops."

The attorney said that the PGA was included in the suit as a defendant because the law provides "anyone who benefits is liable."

In his ruling, Judge Comiskey declared in a memorandum of reasons for denying the motions:

"The court is convinced that the object of the conspiracy and its accomplishment are sufficiently alleged in the complaint so as not to be subject to any infirmity. The question which then arises is whether the plaintiff has alleged sufficient facts, details, or circumstances constituting the conspiracy itself.

"The defendants argue that these allegations are nothing more than bare legal conclusions and do not meet the requirements of pleadings set forth" in cases cited.

"It may well be that this contention has merit, but the court is of the opinion that determination of this vital issue at this time would not be the best course to take in this proceeding."

The Federal judge asserted he understood Golf City intends to file an amended complaint and suggested "the plaintiff should allege his full case now so that the motions to dismiss can be considered once and for all rather than in several phases.

"Therefore, without, in any way intending to rule on the merits of the motions to dismiss, the court directs counsel for the plaintiff to proceed with his proposed amendment to the complaint after which these motions will be set down for re-argument in the light of the amended complaint and will be ruled upon at that time."

At press time, Golf City had not filed its amended complaint. However, once this is done, the defendants would again have the opportunity to file for dismissal. □

AMERICAN WINES

(Continued from page 45)

the wine average Frenchman drinks daily.

In the field of high-quality wines, or "premium wines," American wines compare favorably with nearly all the Clarets of the Bordeaux district, as well as with many of the better white Burgundies. American wines come less close to the great red Burgundies, the Sauternes (though not to the dryer Graves), and is far from equaling the superior whites of Germany; the Moselles, the Rheingaus or the wines of the Rheinpfalz.

There are few, if any, American wines comparable to the better vintages of the Loire—the Vouvray, the Anjou, the Pouilly-Fumé—or the finer Alsations or the greats of the Rhône Valley. It may be doubtful at this stage, whether or not the American public is ready for such an array of vinous complexities, even if they were available. But many Ameri-

can wines have no import equivalents what so ever.

Wine sales in America are big business, and a growing one, too. In 1969 alone Americans spent well over one billion dollars for American wines, representing an ever-increasing trend and substantial increase over 1968. The opportunity for increasing wine sales in on-premise establishments is almost unlimited, because people are now spending about eight times as much for wines to consume at home as they do for wines to consume in the restaurant. Thus, it's more than patriotism for the club manager to know about American wines—it just makes good sense. □

Mr. Scharff is a former executive secretary of the New York State Wine Institute. He is a free-lance writer whose book, "The GOLF Magazine Encyclopedia of Golf," was recently published.

FORMULA

(Continued from page 53)

or July at the rate of five pounds per thousand square feet. The 26 acres of fairways can be easily fertilized in one eight-hour day.

With a feeding program that requires minimum applications using minimum man-hours, Yoder and his two-man crew can manage the mowing, the preventive and curative fungicidal program and the other cultural practices. Few applications of herbicides are necessary because the healthy dense turf restricts the development of noxious weeds. A periodic insect and grub control program is followed as required.

The annual rainfall in Somerset averages 35 to 45 inches. Thus, Somerset does not need a regular irrigation system. This makes a program of proper liming, feeding and mowing even more important, because the turfgrass must at all times be healthy enough to survive the drought period as well as

the other normal hazards. Among these normal hazards is a golfing membership of 250 that puts 100 golfers on the course each day during weekends and holidays. This adds up to a traffic of 200 18-hole golfers on each tee, green and fairway of this course. Yoder with his easy-going, pleasant smile comments, "Over the years I've learned that I can measure the satisfaction of my golfers by the quality of my turfgrass."

Today, highly respected by professionals as well as his own club members, Yoder's course at Somerset was considered in 1969 by professional Chuck Scally of Pittsburgh and winner of the 1969 Somerset Pro-Member Tournament, to be one of the best manicured in the Tri-State area.

Part of the credit for Somerset's outstanding course, however, should go to the cooperation between Yoder and Howard Miller which enabled the program to begin. □

Buyers' Service

For information on products listed, check appropriate box. Mail page to:
GOLFDOM—235 E. 45th St., New York, N.Y. 10017

GOLF COURSE

MAINTENANCE EQUIPMENT

- ☐ Aerifying machines
- ☐ Blowers/Sprayers
- ☐ Edging machines
- ☐ Hole Cutters
- ☐ Lapping-in-machine
- ☐ Mowers
- ☐ Mower grinders
- ☐ Pumps
- ☐ Rakes (trap)
- ☐ Rollers
- ☐ Sod cutters
- ☐ Soil screeners
- ☐ Soil shredders
- ☐ Spikers
- ☐ Sprayers
- ☐ Spreaders
- ☐ Sweepers
- ☐ Sweepers-mulchers (turf)
- ☐ Thatch cutting machines
- ☐ Thatch cutters and vacuum removal
- ☐ Tractors
- ☐ Trailers (utility)
- ☐ Trucks (utility)

CHEMICALS

- ☐ Algae killer (ponds)
- ☐ Turf color spray
- ☐ Crabgrass control
- ☐ Fertilizers
- ☐ Fungicides
- ☐ Herbicides
- ☐ Insecticides
- ☐ Wetting agents

FURNISHINGS

- ☐ Ball washers
- ☐ Benches
- ☐ Comfort stations
- ☐ Course shelters
- ☐ Drinking fountains
- ☐ Flags
- ☐ Flag poles
- ☐ Refreshment stands
- ☐ Score Card Box (metal)
- ☐ Signs: yardage and direction
- ☐ Tee markers
- ☐ Vending machines

CONSTRUCTION AND SUPPLIES

- ☐ Humus and peat
- ☐ Irrigation systems and equipment

- ☐ Lighting equipment
- ☐ Matting-seedbed protection
- ☐ Pipe
- ☐ Sand
- ☐ Seed
- ☐ Soil conditioners
- ☐ Stolons
- ☐ Trees and shrubs
- ☐ Tree care service

GOLF COURSE ARCHITECTS

- ☐ GOLF COURSE CONSTRUCTION
- ☐ Stone Pickers

PRO SHOP

APPAREL AND ACCESSORIES

- ☐ Blouses
- ☐ Caps and hats
- ☐ Golf shoes (men's)
- ☐ Golf shoes (women's)
- ☐ Rain jackets
- ☐ Rubber spiked overshoes
- ☐ Shirts
- ☐ Shorts (ladies' and men's)
- ☐ Skirts
- ☐ Slacks
- ☐ Socks
- ☐ Sport jackets
- ☐ Sunglasses
- ☐ Sweaters
- ☐ Trophys
- ☐ Windbreakers

GOLF EQUIPMENT AND ACCESSORIES

- ☐ Bags
- ☐ Bag carts
- ☐ Bag tags
- ☐ Balls (regular)
- ☐ Bath slippers (paper)
- ☐ Clubhead covers
- ☐ Clubs
- ☐ Golf gloves
- ☐ Golf practice devices
- ☐ Grips
- ☐ Grip slip preventative
- ☐ Locks for golf bags

FIXTURES AND EQUIPMENT

- ☐ Bag storage racks
- ☐ Ball washer detergents
- ☐ Club cleaners and polishers

- ☐ Club repair supplies
- ☐ Floor covering (spike resistant)
- ☐ Handicap racks
- ☐ Handicap cards

RANGE SUPPLIES AND EQUIPMENT

- ☐ Balls (range)
- ☐ Ball dispensers (coin)
- ☐ Ball strikers
- ☐ Ball washers (range)
- ☐ Ball washers (counter & dispenser)
- ☐ Clubs (range)
- ☐ Mechanical range ball retrievers
- ☐ Miniature course obstacles
- ☐ Miniature putting lane material
- ☐ Practice driving nets
- ☐ Range mats

GOLF CARS

CARS, ACCESSORIES

- ☐ Batteries
- ☐ Battery chargers
- ☐ Golf cars, new
- ☐ Golf cars, reconditioned
- ☐ Tires

CLUBHOUSE

FOOD, LIQUOR AND SERVICE EQUIPMENT

- ☐ Soft drinks, mixers
- ☐ Beer and ale
- ☐ Liquor
- ☐ Wines
- ☐ Prepared meats and poultry
- ☐ Prepared fish and seafood
- ☐ Fats and cooking oils
- ☐ Cooking equipment (mixers, slicers, juicers, sharpeners, scales, carts, table tops, peelers)
- ☐ Sanitation and maintenance equipment (dishwashers, disposals, steam cleaners and floor maintenance equipment)
- ☐ Holding equipment—hot and cold—(refrigeration, freezers, cold plates, steam tables, beverage coolers, ice machines)
- ☐ Supplies (china, glass, plastic, paper, pots and pans, cutlery, tools, flatwear, locker-room)
- ☐ Furnishings (furniture, wall coverings, floor coverings, lamps, decorative accessories, interior design consultants)
- ☐ Locks for lockers (combination—built-in-key-type padlocks)

Is your golf course:

- | | | |
|--|--|--|
| <input type="checkbox"/> Private | <input type="checkbox"/> Resort | <input type="checkbox"/> Par 3 |
| <input type="checkbox"/> Semi-private | <input type="checkbox"/> Public | <input type="checkbox"/> Military |
| <input type="checkbox"/> Municipal (city, state or county owned) | <input type="checkbox"/> School | <input type="checkbox"/> Pitch & Putt |
| | <input type="checkbox"/> Company owned | <input type="checkbox"/> Driving Range |

Size of course:

- ☐ 9 holes ☐ 18 holes ☐ 27 holes ☐ 36+ holes

Turfed acreage of golf course and club grounds regularly maintained: _____ acres.

Send information on products checked to:

Name _____

Title _____

Club _____

Address _____

City _____ State _____ Zip _____

IMPORTANT—SEE REVERSE SIDE FOR MANAGEMENT SUBSCRIPTION FORM

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GOLFDOM

OFFICIALS AND MANAGEMENT MAILING FORM

IMPORTANT: Your cooperation with the information below will bring **GOLFDOM** to those responsible for your club's successful operation . . . and keep them up-to-date on the latest and most practical ideas on Administration, Management, Maintenance and Services. Complete and mail this post-free card—**TODAY**—to **GOLFDOM** CIRCULATION DEPT., 235 East 45 Street, New York, N.Y. 10017. We'll see that those who qualify receive **GOLFDOM** monthly, without cost.

Club or Course Name _____

Mail Address _____

City _____ State _____ Zip _____

Owner _____

Other Duties _____

Street _____

City _____ State _____ Zip _____

President _____

Other Duties _____

Street _____

City _____ State _____ Zip _____

Manager _____

Other Duties _____

Street _____

City _____ State _____ Zip _____

Superintendent _____

Other Duties _____

Street _____

City _____ State _____ Zip _____

Professional _____

Other Duties _____

Street _____

City _____ State _____ Zip _____

Turfed acreage of Golf Course and Club Grounds regularly maintained:

Course Acres _____ Grounds Acres _____

Is your course new? Yes ☐ No ☐

Size of Course: ☐ 9 holes ☐ 18 holes ☐ 27 holes ☐ 36+ holes

Is your Golf Course: ☐ Private ☐ Semi-private ☐ Municipal (city, state or county owned) ☐ Public ☐ Par 3 ☐ Military

☐ School ☐ Company owned ☐ Resort

Facilities at Course: ☐ Bar ☐ Restaurant ☐ Hotel ☐ Pool

☐ Tennis Courts ☐ Pro Shop

If Private Club check No. of members. If semi-private or Public indicate No. of players per week:

☐ 100 or less ☐ 100-200 ☐ 200-300 ☐ 300-400 ☐ 500-1000 ☐ Over 1000

Your Signature _____ Date _____