

NEWS OF THE INDUSTRY

WHITE TURF OPENS BRANCH OFFICE AND DISTRIBUTION CENTER

WESTWOOD, MASS.—White Turf Engineering, Inc., specialists in underground sprinkler and irrigation systems, has opened a branch sales office and distribution center in the Industrial Park here. Based in Winchendon, Mass., the 10 year-old firm has recently entered the field of design consultation and become a distributor for Rain-Bird, Weather-matic and Safe-T-Lawn irrigation products. They also are manufacturing their own Big Red prefabricated variable speed pumping stations and Irriguard enclosure units for automatic controllers for irrigation systems.

HAHN MODERNIZES EQUIPMENT

EVANSVILLE, IND.—A 28 per cent increase in sales for 1973 and a predicted sales increase of 25 per cent for 1974 gave Hahn, Inc., the green light to complete its \$250,000 equipment modernization program. The new equipment includes some large punch presses and automatic bar chuckers that will enable the company to step up production in the three Hahn divisions: Outdoor Products, Agricultural Products and Turf Products. A company source said that employment is at a peak 650.

PENN STATE RECEIVES GRANT FROM PBGA

UNIVERSITY PARK, PA.—The Penncross Bentgrass Growers Assn. of Oregon presented a \$12,000 grant to Pennsylvania State University to aid in bentgrass research. The grant was awarded at the annual Turfgrass Conference held here at the university. Left to right, Dr. Guy McKee, professor of agronomy; Dr. Walter I. Thomas, associate director of the agricultural experimental station; W. L. Rose of Woodburn, Ore., president of the sponsoring association; and Dr. Joseph

M. Duich, professor of turfgrass science.



BEARD AWARDED GRANT BY NOER FOUNDATION

EAST LANSING, MICH.—Frank I. Shuman, secretary-treasurer of the O. J. Noer Research Foundation, presented a continuing \$4,000 grant-in-aid check to GOLFDOM columnist Dr. James B. Beard at the Michigan State Turfgrass Conference held here on January 15. The grant helps support detailed thatch investigation by Dr. Beard, who heads the turf research work here, and his staff.

The foundation also is supporting at Michigan State the first international turfgrass library known as the O. J. Noer Memorial Collection and has proffered financial support for Dr. Beard's forthcoming Bibliography of Turfgrass Literature.



Frank I. Shuman (left) presents a continuing O. J. Noer Research Foundation, Inc., grant-in-aid check to GOLFDOM columnist, Dr. James B. Beard.

"TEST DRIVE THE NEW HONEYCOMB" THEME OF SIMMONS AD CAMPAIGN

TORRANCE, CALIF.—Simmons International Corp. has kicked off a major campaign aimed at introducing its Honeycomb clubs to golfers. In two-page, full color ads, which ran in the May issues of national golf publications, Simmons invited the golfer to "Test Drive the New Honeycomb" by offering the use of a new driver and seven-iron to hit a free bucket of balls at participating pro shops or driving ranges.

The Honeycomb clubs use cellular sandwich structures, hence the name, adapted from the aerospace industry. The hitting zone is wider, providing more control and in many instances, more distance, according to the golf club company.

To get in on the offer, the golfer fills out a coupon and gives it to the participating professional, who gives the golfer the driver, the seven-iron and a bucket of balls to hit. Coupons may be clipped out from the ad or picked up at point-of-purchase signs in pro shops.

According to the company, the pro will be compensated for the buckets of balls if he countersigns the coupons and turns them over to his Simmons representative no later than July 15.

To participate in the campaign, which started in late April, professionals purchase from Simmons special packages which contain the Honeycomb driver and seven-iron. Along with the two clubs, professionals receive four-color point-of-purchase display cards and the coupons.

The company is now in full production on both men's and women's Honeycomb woods and irons. The ads and point-of-purchase materials, said a spokesman, will generate national interest in the Honeycomb line.

OTIS UNVEILS DE LUXE GOLF CAR

STOCKTON, CALIF.—The Otis Elevator

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