The high class of the Canada Cup international annual pro competition and the international business standing of the event's sponsors, compared with the nature of a golf event conducted to sell beer, provide a contrast that has golfers, pro and amateur alike, thinking . . . Clifford Roberts, chairman of the Masters, has said pro golf has to be careful and foresighted in its choice of sponsors or it will quickly lose prestige, earning power and desirability when commercial sponsors change their minds . . . Another point popping up in the use of golf by commercial sponsors is the possibility of private club status being legally relinquished by clubs that rent their property to outside commercial interests.

PGA removed remainder of its belongings from "PGA National GC", Palm Beach Gardens, Fla. on Aug. 1 even though John D. MacArthur, the builder, had tried to get an injunction preventing the move . . . The PGA and MacArthur have countersuits pending involving breach of contract.

WELTON and COLLETT
GOLF COURSE ARCHITECTURE
5646 Chelsea Ave., La Jolla, Calif.
Continental Experience
Area Code: 714
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ALEXANDER G. McKay
Golf Course Architect
Complete Planning at Site Design and Construction
Phone 586-5467 P.O. Box 1341 Morristown, Tenn.

GOLF EVENTS
This 64-page booklet describes 100 turneys that can be played at your club. Every program chairman should have one.
Price — 50 cents
National Golf Foundation
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For the BEST of the LATEST in
RANGE-PAR 3-MINIATURE
Equipment — Supplies — Fixtures Consulting & Contracting Services
Write for complete catalog
WITTEK
GOLF RANGE SUPPLY CO., Inc.
5128 W. North Ave. Chicago 39, Ill.
V-Bar Entrance Matting
Removes Dirt, Dust

Dirt and dust is cleaned from shoes and retained in deep V-shaped recesses molded into the cross ribs of the V-Bar Mat, manufactured by the American Mat Corp., 1802 Adams St., Toledo, O. 43601. Described as spike and heel-resistant and long-lasting, the V-Bar Mat provides comfort and safety in wet or dry weather. Five color combinations are available in 36-in. and 48-in. wide rolls.

Trophy & Medal Shop Offers
Distinctive Golf Award

A figurine golf award designed to stand out on a crowded trophy shelf is available from the Trophy & Medal Shop, 10 S. Wabash Ave., Chicago, Ill. The sunray finished base and figure are complemented by walnut-grained plastic on the base and an engraving plate. The trophy is packaged in a handsome presentation box.

Several golf car experts participated in a free golf car maintenance clinic recently sponsored by Chicagoland Cushman Sales, Inc., Chicago Heights, Ill. Representatives from 21 courses attended the clinic. Seated in golf car are Frank Olivieri and Ralph Proetti, general manager and sales manager for Chicagoland Cushman. Standing (l to r) are: Dave Mader, Cushman Motors; Lanny Carrier, Lester Co.; Vern Goering, Cushman Motors; Don Wilson, Lester Chargers, Los Angeles; Bill Hauseman and Bill Ydleika of Bowers Battery, Reading, Pa.

A colorful, 22-page catalog describing the Byron Nelson, Pro-Only clubs has been issued by Northwestern Pro Golf Co., 4701 N. Ravenswood Ave., Chicago, Ill. 60640. The firm manufactures seven lines of woods and irons for pro shop sales.

James G. Harrison
Ferdinand Garbin
GOLF COURSE ARCHITECTS

American Society of Golf Course Architects
The annual sales meeting of Golfcraft, Inc., was held in August in Chicago, with President Ted Woolley playing host to more than 25 sales reps, company officials and guests. The 1965 line of clubs, bags and accessories was displayed for the sales force. Special attention was given to Golfcraft's new sports apparel line, manufactured by Pringle of Scotland. During the three-day sales gathering, Golfcraft's new warehouse in Rosemont, Ill., was officially opened with more than 300 persons attending the Open House.

Hook-Ups Make Christmas Decorating Easier

Pros, who already are thinking of decorating their shops for Christmas shopping business, probably will be interested in Hook-Ups, a new pressure sensitive fastener that makes it easy to put up point of purchase displays anywhere. Made by Lectro-Stik Co., 4545 N. Clark st., Chicago 60640, Hook-Ups are made of plastic, have a combination metal hook and clip and permanent adhesive back. Available with them is a two-section, seven-foot telescopic pole for maneuvering the hooks and decorations.

West Point Develops Spiker

West Point Products Corp., West Point, Pa., has developed the FS-1 spiker which covers a six foot swath with 140 blades pruning roots to stimulate new growth. Spiking discs are 18-in. in diameter for least soil disturbance and individually mounted for free-wheel turning.

Rain-O-Mat Issues New Price & Data Lists

Fact sheets containing complete details on lawn and turf spray units manufactured by Rain-O-Mat, 11701 E. Washington Blvd., Whittier, Calif., were recently released. Information on each unit is clear and concise to make ordering as simple as possible. The lists include Rain-O-Mat sprinklers to meet the most stringent lawn specifications.

Mallinckrodt Offers Cure for Bermuda Spring Dead-Spot

Mallinckrodt Chemical Works, St. Louis, which has been working for several years to develop a chemical that controls spring dead-spot in Bermudagrass, says that it has found the answer in Spring-Bak. It suggests that application be started in the fall and made regularly thereafter. Dead-spot, described last February by Stan Frederiksen, manager of distributor products, at the GCSA convention, has baffled agronomists for many years. The fungus which causes it goes to work six months or so before the onset of the disease, and that is why fall treatment is recommended. Spring-Bak controls the fungus, giving the Bermuda a chance to develop a healthy root system.
BUILDING A GOLF COURSE?
The Royer Paul Bunyan Shredder can help you meet your budget and deadline by producing massive quantities of quality soil mixes. It combines the shredding, mixing and blending, aerating and cleaning of soils into a one-step continuous operation that speeds construction—keeps you ahead of the job.

Send for the Paul Bunyan Story . . . and ask for a free Royer demonstration.

ROYER FOUNDRY & MACHINE CO.
172 Pringle St. • Kingston, Pa.

Officials and sales reps of the AMF/Ben Hogan Co. previewed the 1965 line of Hogan golf equipment and accessories at the annual sales meeting in Fort Worth, Tex., in August. The four-day meeting was highlighted by a golf tournament and an awards dinner. Pictured (l to r, front row) are Jane Campbell, Erma Douglas, Lee Smith, Max Baker, Dick Baker, Billy Phillips, Ben Hogan, Jack Blades, Bill Dettling, Joe Oppenheimer, Fred Armstrong, Dick Morley, Lyne Price and Richard J. Sargent. (Second row) Mary Louise Pace, Sue Thompson, Tom Martin, Don Gray, Mike Allen, Chris LaCaruba, Willard Crenshaw, Gill Barnett, Gene Sheeley, Fannie Myers, Elizabeth Hart and Patty Kubala. (Back row) Dave Sargent, Jack Owens, Charles Harmon, Ted Galgano, Morgan Barofsky, Harvey Conley, Pete Poore, Archie Lee, Louis Moretti, John Martino, Dick Kazmaier, Jr., and Jack Holmes.

American Mat Corp. 1802 Adams St., Toledo, O. 43602, has issued a catalog containing full information on floor matting for commercial, industrial and institutional use. Products described include non-slip matting for providing safety underfoot; scrapeage matting for better sanitation; standing mats for comfort underfoot and retarding fatigue, mats for floor and entrance beautification; and runners for carpet protection.

THE KRO-KAR
QUALITY BUILT GOLF CARS

KRO-KAR users have something to crow about!

Several territories open for dealers. Write for dealer agreement

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September, 1964
RYANS O.K. No. 4 SEEDER & SPREADER
4 Cu. Ft. (300 lbs) Capacity-3 ft. Spread
No Holes to Clog.
Quick Shut-off Lever &
Adjustable Gauge.
Screw On Handle
Spread Top Dressing.
Nitro-Humus, Peat,
Commercial Manure
& Other Materials
Weighs Only 69 Lbs.
Write Dept. "G"

DEALERS WRITE FOR OPEN TERRITORIES
H. & R. MFG. CO., Los Angeles 34, Calif.

Folding Executive Table
Introduced by Monroe

The Monroe Co., Colfax, Ia., has introduced
the folding Executive table, attractively finished
for use with or without linens. As with all prod-
ucts described in the catalog issued by the
firm, the Monroe Executive carries a 20-yr.
unconditional guarantee covering its legs as
well as a similar guarantee on the table top.
The complete line of Monroe folding products includes many sizes
of tables, chairs and partitions of use to clubs and pro shops.

Speedway Golf Course
Installs Moody System

A Rainmaster automatic sprinkling system was
installed this summer at the Indianapolis (Ind.)
Speedway golf course. Rainmaster is manufac-
tured by Moody Sprinkler Co., Inc., Arcadia,
Calif. Actual installation of the system on the
18-hole course was done by A. J. Miller, Inc.,
Royal Oak, Mich. The Speedway installation was
the 152nd on courses using Rainmaster equip-
ment exclusively.

GOLF COURSE DESIGN
AND CONSTRUCTION
EDMUND B. AULT
GOLF COURSE ARCHITECT
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Silver Spring, Maryland
301-942-0716

Singleton Irrigation Systems,
Inc.
Manchester-by-the-Sea, Mass.
Jackson 6-4649
219 E. Broward Blvd., Fort Lauderdale, Florida
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Manual, Semi-Automatic or Automatic Controls

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1831 Colorado Avenue, Santa Monica, Calif.
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4 Cu. Ft. (300 lbs) Capacity-3 ft. Spread
No Holes to Clog.
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1831 Colorado Avenue, Santa Monica, Calif.
90404 Phone Area 213 451-5454
Brunswick Names Mark Cox  
Corporate PR Director

Mark Cox has been appointed corporate director of public relations for Brunswick Sports Div. He was promoted from merchandising and marketing director for the firm. His new job includes responsibility for the development and administration of all corporate public relations. Cox coordinates and directs the public relation activities of the various divisions of Brunswick. Prior to joining Brunswick, Cox had organized the original public relations department in the recreational field for Wilson and administered it for 14 years.

Motor Appliance Moves Plant

Motor Appliance Corp., manufacturer of electric motors and battery charging equipment, recently opened a new plant in Washington, Mo. The move is described as the first step in an expansion program designed to improve service. The executive and sales offices of MAC will remain at 8301 Maryland, St. Louis, Mo.

Seasonal Discount Offered on Milorganite Bulk Purchases

The Milwaukee Sewerage Commission is offering a $2 per ton discount during Sept. and Oct., and a $3 per ton discount during Nov. and Dec. on carload purchases of Milorganite. The Commission suggests application around Thanksgiving on dormant bluegrass, bent and fescue turf at 100 and 200 lbs. per 1000 sq. ft. Fall application is said to promote early spring greening without over-succulent growth.

Mobile Shredder Processes Soils, Organic Materials

Manufactured by Royer Foundry & Machine Co., 160 Pringle St., Kingston, Pa., the new “180” shredder processes soils and organic material at the rate of 25 cu. yds. an hour or more. Designed for mechanical loading and direct truck-loading of the finished product, the “180” is said to give substantial savings in operating costs. The “180” is driven by a 14-HP air-cooled engine, has a 5-ft. by 5-ft. receiving hopper with a 6-ft. loading height and discharges at 7-ft. 5-in.

MAGIC FLUFF

Floor Covering  
Spike Resistant

NEW
MAGiC FLUFF
Tee Mats  
Keeps clubs from marring.

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Depend on Eastern for a full range of golf equipment: balls, clubs, mats, tees, ball washers, markers, retrievers, pails, golf carts, golf bags, etc.

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Jayfro makes the finest practice cages by far! Choose from five moderately-priced indoor and outdoor models. We also custom-build units to your specifications. When you want the best, ask for Jayfro.

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Betasan® Recommended For Fine Turf Care

Stauffer Chemical Co., 380 Madison Ave., New York, N.Y. 10017, recommend late summer applications of Betasan pre-emergence herbicide to prevent poa annua, crabgrass and goosegrass. With these over-wintering pests stopped, desirable perennial grasses can spread and maintain a good cover throughout the fall playing season and into the spring, according to Stauffer. Applications exceeding twice the recommended rate are said to have been applied to bentgrass, fescues, bluegrasses and other turf grasses without injury. Betasan is available in granular or liquid form.

Compact Office, Shop Unit Stores Food and Drink

The Hostess, a new addition to the refrigerator line of the Acme Sales and Supply Co., Suite 1167, Merchandise Mart, Chicago, Ill. 60654, can be a handy extra in many offices and shops. Only 24-ins. wide, 16-ins. deep and 18-ins. high, the unit is said to freeze three trays of ice cubes in minutes while providing ample storage for food and beverages. Smartly-styled, the Hostess comes in white, black or beige and is available in blond, walnut or mahogany wood-grained finishes.
John W. Glass of Dunedin, Fla., has been elected vp of Bowen, Inc., Pasadena, Calif., manufacturer of golf shoes. Glass is in charge of Bowen sales and service east of the Rocky mountains in conjunction with other lines of golf equipment his sales organization handles.
Trade Briefs

James L. Ramsey, former New England sales manager for Wyandotte Chemicals Corp., Wyandotte, Mich., has been named manager of the company's Detroit operation . . . George E. McCord has replaced Ramsey in New England . . . Ramsey has been with the chemical firm for 18 years . . . He succeeds Tom Mc-