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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, Weathermatic 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 chucks 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.

“TEST DRIVE THE NEW HONEY-COMB” 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 Company has introduced a new Otis De Luxe golf car. The car is designed to provide a comfortable and convenient transportation for golfers on the course. It features a sleek design with a stylish body, making it an ideal addition to any golf course.

The Otis De Luxe golf car is equipped with a powerful electric motor, allowing it to navigate the course smoothly and quietly. It also has a spacious interior, providing ample space for golfers to carry their equipment and comfortably ride during their rounds.

The car’s durable construction ensures it can withstand the rigors of daily use on the golf course, while its reliable performance and advanced features make it a valued asset for golfers and course management.

In conclusion, the Otis De Luxe golf car represents a significant advancement in golf transportation, offering golfers a comfortable and convenient option to enhance their playing experience. With its stylish design, powerful performance, and reliable features, it is sure to be a popular choice among golfers and courses alike.
Company's Special Vehicle Div. has introduced a "prestige" golf car, which may be used by clubs as a VIP vehicle. Called El Presidente in honor of Lee Trevino, the special electric car features personalized canopy, television set, eight-track stereo tape deck, an AM-FM radio and built in bar.

"El Presidente . . . can also be a revenue-producing factor for any country club," said Jim Munn, general manager of the division. "We see it as being used by clubs for visiting dignitaries and on a reserve basis, by members for entertaining their special guests. That's where the revenue-producing part comes in. Clubs can help pay for the El Presidente by the revenue they earn through rental of the El Presidente to members."

The car has the basic design of the Otis golf car, but features strips of chrome to accent the powder blue Cycolac body, giving the car a racy look. In addition, the car has a welded tubing steel frame, four-wheel stability, automotive type steering, battery power for more than 54 holes of golf and its own built-in battery charger, as well as interior deep pile charcoal carpeting.

A prototype of the El Presidente was driven by entertainer Sammy Davis Jr. at the Greater Hartford Open last Labor Day.

**NEW PLANT FOR MOODY**

COSTA MESA, CALIF.—Moody Sprinkler Company, Inc., has moved to a new modern plant at 3020 Pullman Street here. The expanded manufacturing facility is geared to step up production of irrigation company's Customline and Rainmaster lines to meet increasing demands from turfmen throughout the country and abroad, according to the company. Warehousing and distribution are now computer controlled for greater service efficiency.

**CARBONITE EXPANDS**

**GRAPHITE LINE**

EL CAJON, CALIF.—Carbonite Corp. is producing a graphite shaft for irons in addition to its line of no-twist graphite shafts for woods. The new shafts may be fitted for all iron lengths and cover both regular and stiff flexes. Reportedly, the last eight inches of each shaft are not tapered, making it possible to trim the tip end to fit each numbered iron.

"The flex curve of each iron progressively becomes stiffer to match the increasing weight as the irons go higher in number," explained company president Bob Basso. "By trimming the non-tapered tip from shafts that are identical in construction, a uniform feel is achieved for the whole set of irons." Similar to Carbonite's no-twist graphite shafts for woods, the new irons remain square to the line of flight before, during, and after impact, thereby rewarding the golfer with better directional control, according to Basso. "Only pure (aerospace quality) graphite is used in all our shafts, which have a softer feel than conventional steel but, unlike steel, absorb vibration and shock at impact."

Tip diameter of Carbonite's iron shaft is .370 and butt diameter is .600. The dimensions are identical in all shafts.

**TEUTONIX ACQUIRES**

**BALL-O-MATIC**

SOUTH BEND, IND.—Teutonix, Inc., manufacturer of Bucket Boy range ball dispensing equipment, has acquired the exclusive marketing and manufacturing rights to all Ball-O-Matic products. The terms of the agreement were not disclosed. In making the announcement, Roland L. Eckmayer, president of Teutonix, stated that the company will continue making the Ball-O-Matic products with the same degree of quality as before the takeover.

**WELCOME from page 10**

As a columnist for GOLFDOM, Rickey actually will be returning to an earlier career. After graduating from Northwestern University's School of Journalism in 1943, he worked for the Chicago Daily News and Dayton Daily News.

Few people in golf can match Rickey's credentials and his contributions to the industry. In addition to his duties on GOLFDOM, Rickey will also be special projects director for our sister publication, GOLF Magazine.

Both magazines are indeed privileged to have Bob Rickey aboard.

**Rickey from page 11**

I long time ago, I now can chuckle when I recall it. Perhaps you can appreciate now why I have had the unique experience of feeling sympathy for competitors recently.

Unfortunately, I am afraid that this kind of thing will happen again, as long as golf is played competitively and as long as confidence in equipment is so heavily weighed by psychological factors and the intangibles of "feel" and "click." As trying and frustrating as this kind of experience may seem at the time it occurs, it is one of the oddities that makes the golf business so different from other businesses and so much fun to be a part of.

**EDITOR'S NOTE**

With all the self-congratulations expressed on page 10, you, our readers, may have felt slighted at not having been mentioned. Of course, we haven't forgotten: you are the reason for the new column.

"Inside the Industry," we think, fits in perfectly with our concept of the golf industry as a whole entity; we do not think each sector within it exists as an autonomous unit—not do we think it should.

We feel now is the time to pull back a few paces and, from this longer perspective, look at the shifting kaleidoscope that is the golf industry.

Participate with us in this venture. If something—a thought, a gripe or a compliment—moves you, write to us. We'll see that Bob Rickey gets the message.

RYAN GREENSAIRE II CORE PROCESSOR.

Attach it to your Greensaire II and you can aerate and process aerator cores in one simple operation.

The self-powered Greensaire II Core Processor conveys cores and plant matter over a perforated grate, breaking them up. Most of the loose soil is sifted back onto the turf through the grate as top dressing.

The remaining plant, thatch, roots and soil are carried to the top of the conveyor, where they are sifted a second time. Remaining plant and thatch then go into a large removable bag. Up to 1000 square feet of greens may be aerated before the bag needs emptying. An optional trailing dragmat works the sifted soil back into the turf.

The Greensaire II Core Processor saves you time by combining two operations into one. No need to rake up windrowed cores after aeration. That saves you money. And because it saves time, your greens are back in play sooner, which keeps the players happy.

For more information, write RYAN TURF EQUIPMENT, OMC-LINCOLN, a Division of Outboard Marine Corporation 2109 Cushman Drive P.O. Box 82409 Lincoln, Nebraska 68501

The once-over greens machine.
STANDARD MFG. COMPANY has released Blu-Wiz disposable towel with extra wet strength and absorbency. Blu-Wiz is a durable tee towel that can be used repeatedly, according to the company. Towels have two layers of bulky, high wet tissue, a lamination of soft, polypropylene scrim for strength plus two more layers of tissue. Original cost is much less than cloth or other types of towels, according to the manufacturer. Available in reshippable cases of 200 each.

THE TORO COMPANY introduces two accessories for the Sand Pro three-wheeled rider mower: a greens spiker and a finish-grader. The finish-grader is a quick-mounted box plow and scarifier for grading, shaping and contouring seedbeds. According to the company, it eliminates hand-shoveling and raking in small areas. Unit is closed at both ends preventing windrows; is automatically self-relieving across the 66-inch width of the scraper to produce a smooth, even surface. The spiker, with a special profile-tooth blade, penetrates cleanly because "hold-down fingers" prevent lifting the turf; greens are said to be immediately playable after spiking. No rolling or cutting is necessary, according to the company.

DOUBLE EAGLE PROFESSIONAL DIV., Ajay Enterprises, introduces the Scoop-N-Rake golf ball retriever. The lightweight, polished aluminum retriever has a full 12 foot reach, yet telescopes to 38 inches. Fits into any size golf bag, according to the company. Patented loop opens to become a rake and scoops a ball out of the water or over a fence with the loop back.

HYDRO SYSTEMS, INC., is featuring a 1.0 hp floating aerator designed for small ponds that require aeration to avoid stagnation and algae build-up. The completely assembled, pre-wired unit with mooring cable and screw auger anchors utilizes 1.0 hp, single phase, 115/230 volt motor. Pump rate is approximately 1,900 gallons per minute.

REFLECTOR HARDWARE CORP.—SPACEMASTER is offering Clubmaster, a two piece golf club display with enough room for displaying nine irons with clubheads up and fanned out and four woods with heads down, giving full exposure to all clubs. Available in black, white or green, the all-metal display may be ordered for use on perforated panels, crossbars or for screw-mounting to walls, panels or posts. Also available is a revolving model, which displays four sets of clubs. Uses three square feet of space and comes in black, white or green.

HMC, INC., introduces The Half-Price Trucks line of one-man grounds maintenance vehicles designed to provide basic, minimum cost transportation. The Jobber, at $450, features four hp motor, automatic shift torque converter with chain and sprocket drive, 205 pounds weight and 300 pounds of payload. The Jobmaster, $775, has a six hp motor, electric start, heavy-duty torque converter w/differential, disk brakes, 390 pounds weight and 500 pounds of payload. Optional reverse transmission, mud tires and dump body. Models feature three Terra Tires; automatic shift and all-steel construction. Options for both models include lights, turn signals, LP gas conversion and a 300-pound capacity trailer.
made to special order, he must explain this to the customer and encourage him to wait a reasonable amount of time while his clubs are being made to the specific measurements.

KEEPING UP WITH THE TIMES
The golf equipment industry is not static; each year, new concepts and innovations are introduced to it. If the professional is to maintain his superiority over the sporting goods store, he must keep up with the changes; must know what each new club has been designed to do and how each new line of clubs can aid the golfer.

For example, some golf clubs now selling on the market are specifically designed to help the high handicapper lower his scores. Other clubs benefit the low handicapper, who is more interested in adding distance to his already excellent accuracy.

The professional can keep abreast of innovative techniques used in design and in the manufacturing process by attending the Professional Golfers' Assn. Merchandise Show, where major club makers, with their sales representatives, display their equipment. The professional can also visit his suppliers' factories to see firsthand how the clubs are made. Often, on these visits, the professional can pick up valuable information which will help him in his sales approach.

Because the professional's livelihood depends on his ability as a diagnostician and because information is vital to him, he should insist on being kept technically informed by his suppliers through newsletters or sales representatives. The manufacturer, in turn, should recognize his obligations to the professional and be willing to accept the role of informant. Ultimately, both will benefit.
BUSINESS OPPORTUNITIES

GOLF BOOM IN GERMANY. Need capital for first public Driving Range-Golf Course; Development assured! Equipment sales included in profit! Write % DONALD FIEBING, 11051 Meads Ave., Orange, Calif. 92669.

GOLDFIRES: Want to buy or sell a golf course? Our business is exclusively with golf courses. McKAY Realty—GOLF AND COUNTRY CLUB PROPERTIES. 15553 N. East St. (U.S. 27), Lansing, Mich. 48906.

GOLF EQUIPMENT-NEW

GOLF CAR TIRES. Absolutely supreme quality. Toughest, heaviest tire ever made. Money returned if you don't agree. 18 x 8: 50 x 8, $10.00. Traction $10.50. Tubes $3.95. NORTH WEST SALES, 931 MacKenzie, Sunnyvale, CA 94087.

REAL ESTATE

FOR SALE—Eighteen-hole Course. Midwest. Three-quarter million people. Additional land for sub-dividing. Write Box 601, % GOLFDOM.

REPRESENTATIVE WANTED

COMPLETE GOLF UMBRELLA LINE. Exceptional opportunity, Hot selling styles—Immediate delivery, Liberal Commissions. Contact: Allan S. Birnbaum—President, BILT WELL UMBRELLA COMPANY, The Empire State Building, 350 5th Avenue, New York, New York 10001. Phone 212-MU47181.

RATES: Minimum at $13.44—20 words or less; additional words 81¢ each, in boldface type 81¢ per word. Ads Payable in Advance. CLOSING DATE: 20th of 2nd month preceding issue. No classified advertising offering new merchandise or equipment will be accepted.

Use of GOLFDOM box numbers counts as 5 words. Response to these ads only should be addressed to the box #, % GOLFDOM Classified, 380 Madison Avenue, N.Y., N.Y. 10017. Replies are promptly forwarded to advertisers. Those requiring more than 10¢ postage, the additional postage for forwarding must be supplied.


must not get inside cart signs or off car paths where provided;

2. Two bags and two riders only on all cars;

3. Repair all ball marks and replace all divots;

4. Help find lost balls;

5. Explain ‘‘letting people through’’ and demonstrate where necessary;

6. Act always in a courteous manner as an arbiter of rules. Example: Shirts must be worn on the course at all times;

7. At times, we must remove people from the golf course because of their misconduct or lack of skill. Removal should be a last resort. This can be done effectively. Example: We have group lesson plans available and would like to have you play when you are more skillful;

8. A positive program to encourage proper pace of play must begin on the first tee and continue with management supervision being extended to the entire course;

9. Maintenance practices that tend to encourage slow play must be submitted in writing to the management at the close of your shift;

10. The utmost discretion and diplomacy must be coupled with the necessary degree of firmness to perform effectively as a golf ranger;

11. Periodically we will time our golfers on various holes with a stopwatch, beginning when the foursome tees up. They will be told after holing out the elapsed time for playing the hole, and suggestions for improvement will be given in a diplomatic way.

Although the task of writing a procedures manual may seem formidable, don’t put it off. The initial effort and investment in time will be returned many fold.
FOR INFORMATION ON PRODUCTS LISTED, CHECK APPROPRIATE BOX.

GOLF COURSE

MAINTENANCE EQUIPMENT
301 □ Aeratorizing machines
302 □ Blowers/Sprayers
303 □ Edging machines
304 □ Hole Cutters
305 □ Mowers
306 □ Pumps
307 □ Rakes (trap)
308 □ Rollers
309 □ Sod cutters
310 □ Soil screeners
311 □ Soil shredders
312 □ Spikers
313 □ Sprayers
314 □ Spreaders
315 □ Sweepers
316 □ Sweepers-mulchers (turf)
317 □ Thatch cutting machines
318 □ Thatch cutters and vacuum removal
319 □ Tractors
320 □ Trailers (utility)
321 □ Trucks (utility)

CHEMICALS
350 □ Algae killer (ponds)
351 □ Fertilizers
352 □ Fungicides
353 □ Herbicides
354 □ Insecticides
355 □ Wetting agents

FURNISHINGS
375 □ Ball washers
376 □ Benches
377 □ Comfort stations
378 □ Course shelters
379 □ Flags and poles
380 □ Refreshment stands
381 □ Score Card Box (metal)
382 □ Signs: yardage and direction
383 □ Tee markers
384 □ Vending machines
385 □ Water coolers

CONSTRUCTION AND SUPPLIES
400 □ Humus and peat
401 □ Irrigation systems and equipment

APPAREL AND ACCESSORIES
425 □ Blazer crests
426 □ Caps and hats
427 □ Golf apparel (men's)
428 □ Golf apparel (women's)
429 □ Golf shoes
430 □ Socks
431 □ Sport jackets and blazers
432 □ Tennis apparel
433 □ Trophys
434 □ Business forms
435 □ Stationery/Bags/Giftwrap
436 □ Favors/Prizes
437 □ Display fixtures

GOLF EQUIPMENT

AND ACCESSORIES
450 □ Bags
451 □ Bag tags
452 □ Balls (regular)
453 □ Clubhead covers
454 □ Clubs
455 □ Golf gloves
456 □ Golf practice devices
457 □ Grips
458 □ Pull carts
459 □ graphite shafts

FIXTURES AND EQUIPMENT
501 □ Bag storage racks
502 □ Ball washer detergents
503 □ Club cleaners and polishers
504 □ Club repair supplies
505 □ Floor covering (spike resistant)
506 □ Handicap racks
507 □ Handicap cards

RANGE SUPPLIES AND EQUIPMENT
525 □ Balls (range)
526 □ Ball dispensers (coin)
527 □ Ball strippers
528 □ Ball washers (range)
529 □ Clubs (range)
530 □ Mechanical range ball retrievers
531 □ Practice driving nets
532 □ Range mats

PRO SHOP

GOLF CARS

CARS, ACCESSORIES
550 □ Batteries
551 □ Battery chargers
552 □ Golf cars, new
553 □ Golf cars, reconditioned
554 □ Tires

CLUBHOUSE

FOOD, LIQUOR AND SERVICE EQUIPMENT
575 □ Soft drinks, mixers
576 □ Beer and ale
577 □ Liquor
578 □ Wines
579 □ Cooking equipment
582 □ Sanitation and maintenance equipment (dishwashers, disposals, steam cleaners and floor maintenance equipment)
584 □ Holding equipment—hot and cold
585 □ Supplies (china, glass, plastic, paper, pots and pans, cutlery, tools, flatware, locker-room)
586 □ Furnishings (furniture, wall coverings, floor coverings, lamps, decorative accessories, interior design consultants)
587 □ Lockers
588 □ Locks for lockers
589 □ Locker room supplies
590 □ Scorecards
591 □ Business Forms & Stationery
592 □ Shoe bags

Mail page to GOLFDOM, P.O. Box 7591, Philadelphia, Pa. 19101

I. Is your golf course:
   A □ Private D □ Resort H □ Par 3
   B □ Semi-private E □ Public J □ Military
   C □ Municipal (city, state F □ School K □ Pitch & Putt
   or county owned) G □ Company owned L □ Driving Range

II. Size of course:
   1 □ 9 holes  2 □ 18 holes  3 □ 27 holes  4 □ 36 + holes

III. Acreage of Golf Course
   A □ under 100 B □ 101-200 C □ 201-350 D □ 351-500
   E □ 501 + over

IV. Has your course opened in the last six months? Yes □ 1
   No □ 2

V. Is your course due to open in the next six months? Yes □ A
   No □ B

Send information on products checked to:

Name ____________________________________________

Title ____________________________________________

Club ____________________________________________

Address ____________________________________________

City __________________ State ______ Zip ____________

A.C. __________________ Tel. ______________________

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HENRY B. EVERHEART has been appointed southwest regional manager for Turf-Vac Corp., Long Beach, Calif., as part of the company's current drive to provide more field assistance to its North American distributors. Everheart, who will maintain offices in Garland, Tex., will provide sales and service support to Turf-Vac distributors in Texas, New Mexico, Oklahoma, Kansas, Missouri, Arkansas, Louisiana, Mississippi, Alabama and the western section of Tennessee. He was formerly sales manager of Mott Corp., LaGrange, Ill.

Mickey Shaw has been appointed regional sales manager of Ram Golf Corp., Elk Village, Ill. Shaw, an excellent golfer experienced in golf sales, will be serving pro and dealer customers in Washington, Oregon, Idaho and Montana. He is the brother of tour professional and Ram advisory staff member Tom Shaw.

JIM CLAUDE has been appointed marketing services manager with Victor Golf Company, Morton Grove, Ill., where he will assume full responsibility for advertising and sales promotion. Claude, formerly public relations specialist with Baxter Laboratories, replaces Ken Boyce, Victor's new international marketing manager.

FREDERICK M. TAYLOR has been named executive vice president of the Recreation Products Group, Victor Comptometer Corp. He was formerly corporate vice president in charge of administration for the Winchester Group, the Olin Corp., which he joined in 1955.

LOU SKOVRA\N, a PGA teaching professional, has been named assistant professional at the Oaks North Executive GC, Rancho Bernardo, Tex., where he will teach and assist in the direction of the golf shop. A golf professional since 1970, Skovran formerly was associated with the Lake San Marcos CC, the Paradise Valley CC, Casper, Wyoming and the Meadow CC, north of Escondido, Calif.

John T. Singleton has been appointed to the new post of director of national institutional sales with The Toro Company, where he was national sales manager, and, previously, manager of golf courses sales for Toro's Irrigation Division. He will deal primarily with landscape and golf course architects and developers of leisure-oriented communities, representing all Toro product lines. Before joining the Toro Company in 1967, Singleton operated a contract irrigation business for 12 years. He installed the world's first automatic underground irrigation system on a golf course at the Haverhill (Mass.) GC.

John Martin has been appointed regional sales manager with Ram Golf Corp., where he will be serving dealer accounts in Nevada, Utah, and northern Calif. Martin, who can be reached through Ram's new Reno warehouse, was formerly warehouse manager at Ram's City of Industry, Calif.

Skovran