



Wedell Wood (2nd from right, above) and (right, below) gets Eugene CC sweepstakes players off to a refreshing start. Portable cooler makes a big hit with golfers.

Pro Breaks the Ice with Refreshments

When Wendell Wood, pro at Eugene (Ore.) CC, set the stage for his first stag day this season he decided to give bottles of ice cold Coca-Cola as a starter-offer.

He reasoned like this: The initial event after a long winter is always a little bit stiff. The degree of success of the first club tournament of the season pretty much sets the pace for events to come. A few free Cokes should account for a good beginning.

"It did," Wood says. "The idea went over big with members. We had a lot of favorable comment. Our first stag day got off to a great start."

Wood moved a portable cooler to a bench next to the partnership sweepstakes registration stand. Cases were set up for emption. On the sweepstakes bulletin board Wood wrote: "Coke for everyone." About 140 members turned out for the event.

"The promotion was tops," Wood says. "We gave away between four and five cases. I know of no other way to accomplish so much at such a small cost."

Brennan Leaves C of C for Wheaties Sport Post

John H. (Jerry) Brennan, youth and sports director for the U. S. Junior Chamber of Commerce, has been named executive secy. for Wheaties Sports Fedn.



Bob Richards, Olympic pole vaulting champion, is director of the Federation, organized by General Mills to stimulate sports and recreation for every member of the American family in addition to a vigorous competitive athletic program for the nation.

Brennan is moving from Tulsa, Okla., to Minneapolis to assume his new post.

The Wheaties Sports Federation is working in close coordination with the Jaycee organization in launching this mass participation sports program.

Brennan, 30, a graduate of Rockhurst College in Kansas City, has directed the Junior Chamber of Commerce sports program which had 1,300,000 youths participating including 45,000 in golf activity.

Skimpy Research Funds

American industry's annual expenditure for research is estimated at one per cent of corporate income. On the other hand, golf turf research is estimated to be about 1/300th of 1 per cent of the annual maintenance cost of golf courses.