

Golf Business News

American's Fastite Easy to Assemble and Install

Fastite joint cast iron pipe, a product of American Cast Iron Pipe Co., Birmingham, Ala., is said to be a cost-cutting feature of golf



course sprinkling systems. The manufacturer points out that it combines the advantages of cast-iron with the time and labor saving features of its patented, double sealing push-on joint. It is easy to install because the simplicity of assembly permits the pipe to be assembled on skids and easily lowered into a trench. Fastite is said to have high strength to withstand external loads and stresses caused by earth settlement, unstable bedding, etc. Enameline cement lining assures continued high flow capacity. The pipe can be cut in the field with an ordinary hammer and cleaver if power equipment isn't available.

Sheehan Is Director, Sales Vp of Ball-O-Matic Company

Dan Sheehan, formerly with the National Golf Foundation, is a director and vp in charge of sales for Ball-O-Matic, Inc., 201 University blvd., Denver. A very capable golfer, Dan also is executive vp of Murphy-Sheehan & Assoc., a course and country club development firm. A strong advertising and sales campaign in recent months by Ball-O-Matic has produced a large number of orders for the coin operated ball dispensing machine which is made in Denver and Mineral Wells, Tex.

GOLFERS LOVE SAMMY



Special brush and scraper for keeping golf shoes clean

Retailing at only \$1.95, Sammy is a hot impulse item for golfers. Very practical too. Designed expressly for golf shoes, the patented Sammy brush has a built-in tool for scraping mud, sand and grass off spikes, ripple soles and welts. Stiff plastic bristles do a thorough cleaning job. Has natural hardwood finish and a handy shoehorn handle. Duffer or pro, everyone will want a Sammy in his bag. Attractively packaged, it's a fast seller, a perfect gift. (Plain-handled economy model retails at \$1.50.) For complete details, and your dealer price, write Sammy Products Co. today.

LOOK! A MAGIC TOWEL TOO

Another favorite. Specially designed for cleaning club heads and balls. Extra-absorbent Turkish towel with wonder-material pocket that whisks off the last traces of dirt and grass that could foul a drive. Available in four distinctive colors: fire red, buttercup yellow, lime and sand beige. Retailers for \$1.25.



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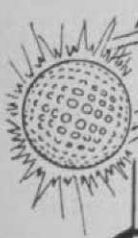
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Snead Has A Second Anniversary

Sam Snead, who admitted to 50 on May 27th, had another celebration a few days later when he observed his 25th anniversary as a staff member of the Wilson Sporting Goods Co. Sam went with Wilson in 1937, three years after turning pro. It's hardly necessary to cite all his triumphs which include well over 100 victories in major tournaments. Next year Snead will be after one he never has had a chance to compete for — the PGA Seniors.

Reliable Offers Two Items for Convenience, Comfort

The Sports Sack, with draw-string closing, is described by Reliable Knitting Works, Milwaukee 5, Wis., as a handy and handsome hold-



all for ladies. Sports Sack is designed to let women golfers carry 'extras' such as tees, golf balls, cosmetics, sun lotions, etc. Made of leather-looking, washable vinyl the hold-all can be obtained in red, black, white, pink, blue, banana, lilac and beige. A mate for the Sports Sack is Reliable's new vinyl Foot-Lights, leisure slippers for post-game relaxing in the clubhouse. Available in small, medium and large sizes, Foot-Lights have foam rubber insoles and long-wearing sueded outsoles. Complete information can be obtained from Reliable Knitting.

Robinson Covers Southeast for Rainy Sprinkler Sales

B. P. Robinson, who has been connected with the turf field for several years, has been named assistant sales manager of the Southeast dist. sales office of Rainy Sprinkler Sales. He holds a masters degree in agronomy from Texas A & M and a Ph.D. from North Carolina State. From about 1950 on, Robinson was a turf specialist for the USGA green section and for several years worked on joint projects with other groups interested in turf research. Robinson makes his headquarters in Dallas and covers Tex., Okla., Ark., La.



Ultrasonic Club Cleaner

Inquiries as to the advantages of using Ultrasonic Sound for cleaning clubs are invited by Miller Golf Printing & Supply Co., 2035 Harvard Ave., Dunedin, Fla. This firm supplies the complete system which includes generator, steel tank, head polisher and other accessories. It is claimed that Ultrasonic Sound obsoletes all other club cleaning methods.

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Golf Practice Aid

Sturdy, attractive "Tee-Off" golf practice aid eliminates ball-chasing during practice or warm-up. Two spike legs anchor the device solidly in the ground during use and suspended plastic ball travels straight, inside-out or outside-in when hit straight, hooked or sliced. It is marketed by Tee-Off, PO Box 6543, Long Beach 15, Calif.



New Gyro Putter

One of the interesting, good selling putters is the Gyro made by Edwin S. Giza, 17 Beston St., Chicopee, Mass. It has a bend at the lower end of the shaft that gives a sort of "Carnoustie" effect to the shaft. This, it is claimed, centers the "sweet spot."

Sting-Kill Gives Prompt Relief

A new product, Sting-Kill, that gives prompt relief by neutralizing acid pockets deposited under the skin by stinging insects or through contact with irritating plants, is being marketed by Medical Supply Co., Dept. SK, Rockford, Ill. Sting-Kill is clear, non-toxic and odorless and comes in plastic applicator bottles.

Trophy & Medal Shop

The Trophy and Medal Shop of 10 So. Wabash, Chicago, Ill., announce the publication of its free new golf-only catalog which features a full range of golfing trophies and jewelry

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Small bronze medals, gold and silver, 1/2" and 3/4" diameter, 1/16" thick, 1/8" hole. Also, 1/2" and 3/4" diameter, 1/16" thick, 1/8" hole. Also, 1/2" and 3/4" diameter, 1/16" thick, 1/8" hole. Also, 1/2" and 3/4" diameter, 1/16" thick, 1/8" hole.



plus solid bronze plaques, walnut plaques, memorials and bronze entrance signs. The manufacturer will submit drawings for special jobs based on your specifications, and at no charge.

Judy Torluecke Signed as First Flight Staff Member

Judy Torluecke, 17-year old St. Louis girl, who made her debut as a professional in the Cosmopolitan Open in June, has been added to the First Flight Co.'s (Chattanooga, Tenn.) advisory staff. Judy played in the Women's Open when she was only 14 and in 1960 was low amateur in the event. She also won the Missouri Women's Amateur when she was 14 and repeated two years later.



David Gill
GOLF COURSE
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Dolge's Wind-Am Cleans Quickly

Wind-Am is a new volatile window cleaning spray developed by C. B. Dolge Co., Westport, Conn. Ammoniated for maximum efficiency, it



is said to save labor because of its quick cleaning properties. Wind-Am dries fast and loosens soot, film and other foreign matter and is easily removable. The product is available in an 8-oz. plastic bottle with atomizer, and 1-gal. and 5-gal. containers.

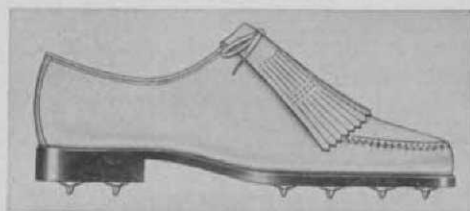
Gookin Is Miller Manager

Roger B. Gookin has been appointed sales manager of the garden and turf div. of Miller

Chemical & Fertilizer Corp., Baltimore. Formerly, Gookin was associated with Alco Chemical Corp., Philadelphia, as a specialist in the Soil-Set dept. Alco purchased the common stock of Miller Chemical last fall. Gookin attended the U. of Maryland and was employed by General Latex & Chemical Corp., Cambridge, Mass. before joining Alco. With Miller, he will continue to promote the sale of Soil-Set, a spray mulch, as well as other turf products.

Etonic Golf Moc for Women

The Etonic-Queen golf moc, product of Charles A. Eaton Co., Brockton, Mass., is crafted of white softie grained leather and has a genu-



ine hand sewn vamp and laced-in, detachable kilties. The moc also is available in black softie grain and two-tone waxhide green and white. Etonic shoes are sold in pro shops from coast to coast.

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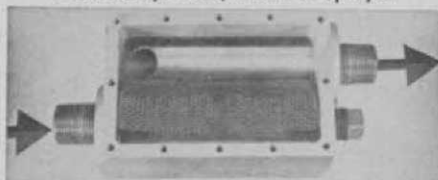
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Ball-O-Matic Washes, Counts, Dispenses Range Balls

Two-baskets-a-day are said to pay the way for the installation of the Ball-O-Matic golf ball dispensing machine made by Ball-O-Matic, 201 University blvd., Denver 6. The unit stores 5,000 balls and automatically washes, counts and dispenses 6,000 balls hourly. It does away with a great deal of ball tending by range owners and also is said to give great protection against cash pilferage. Full details as to price and operation can be obtained from the Ball-O-Matic firm.

Hogan Equipment in Show

Golf equipment designed by Ben Hogan is featured in the "Design for Sport" exhibit, now on display in the Museum of Modern Art in New York City. More than 100 objects from 58 sports pursued in 17 different countries are to be seen at the show which will continue through July.

Burke Is Jacobsen Sales Rep

Jacobsen Manufacturing Co., Racine, Wis., has announced the appointment of John E. Burke as sales rep for commercial products. For



Jon Gustin (r), recent addition to Spalding's staff, looks over specifications of firm's pro line clubs. He is seen with John St. Clair of Spalding's custom built department.

the past two years, Burke has been connected with Schaar Scientific Co., Chicago, and prior to that he was head of the physical education dept. at Carteret prep school in West Orange, N.J. He is a graduate of the U. of North Carolina.

Buyers' Service • P95

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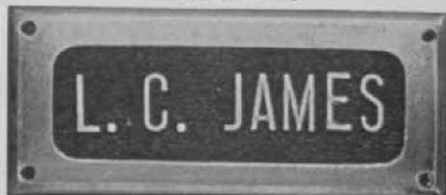
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Pro-Trainer "Clicks" In Teaching and Practice

Pro-Trainer, a device for signaling the timing of a golf swing, was invented by a petroleum equipment engineer who is a member of Southern Hills C.C., Tulsa, Okla. Pros Bill Wotherpoon and Doug Smith of the club found that the contrivance was useful in checking the timing of their own swings, in aiding their pupils to get smooth backswings and correct wrist-cocking in the backswing and to get the "delayed hit" coming into the ball. The Pro-Trainer can be set to click in simulating shots of various lengths from full drives to 70-yd. pitches. At the South Central PGA business and instruction meeting last spring, the Pro-Trainer demonstration scored with many pros. The device has done well in pro shop sales. It is made by the Guier Products Mfg. Co., Kennedy Bldg., Tulsa, and distributed nationally by Ernie Sabayrac's Golf, Inc., Hialeah, Fla.

New Use for Bottles

According to San Francisco Chronicle sports columnist, Art Rosenbaum, golf pros are finding a new use for McKesson & Robbins' Liqueur Galliano bottles. They use them in intricate maneuvering to strengthen their grips. The Galliano isn't incidental to the exercise, by the way. There is no report of anyone rashly pouring it out just to get in his exercise.

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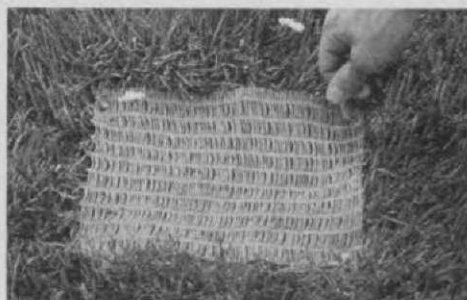
Doylestown, Pennsylvania

Fillmore 8-4243

American Society of Golf Course Architects

Scott CoverNet Protects Growing Grass

NuGrass CoverNet, a development of the research dept. of O. M. Scott & Sons, Marysville, O., that makes it possible to plant grass



right through the summer, is now on the market. Several benefits result from use of CoverNet: It conserves moisture; prevents soil from baking; protects bare spots until grass takes hold; and prevents erosion. The material simply is unrolled, overlapped when necessary, and pegged. When most of the seedlings have reached a height of 1½ ins., CoverNet is removed. The material comes in 10 sq. ft. and 250 sq. ft. sizes.

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U.S.R. Promotes Baldwin to Ad, Sales Promotion Post

George I. Baldwin has been named ad and sales promotion manager of consumer products by United States Rubber Co. These include golf balls, clubs and other equipment, water-proof clothing and boots, bathing caps and several other products. A native of Baldwin, L.I., Baldwin obtained a B.S. degree from St. Lawrence U. in 1948 and has been with U.S. Rubber for 13 years. For the last four years he has been assistant dist. sales manager of the Newark branch. Baldwin makes his home in Ramsey, N. J.



Mallinckrodt's Calo-Clor Sets Up Protective Shield

According to Mallinckrodt Chemical Works, St. Louis 7, Mo., Calo-Clor protects against brownpatch, dollarspot, leaf spot and other diseases because of what is known as vapor-shield. This is a protective environment set up by Calo-Clor that, it is said, turf disease organisms can't penetrate. The product has been marketed since 1926 and is now micro-puverized for faster mixing and to remain longer in suspension.

Hill with Seattle's Turfco

Richard W. Hill has been named assistant ad manager of Turfco, Inc., Seattle manufacturer of automatic sprinkling systems and distributor for Toro mowers and maintenance equipment.



Tom Bolt, who makes his home in Crystal River, Fla., accepts Keys to a Chamberlin Caddy Car from R. A. Petelle, Largo, Fla., distributor for Chamberlin in Georgia and Florida. Completely re-designed cars come in electric or gas powered models.

Long Hitting Goss Signs as Spalding Consultant

Dock Goss, one of golf's longest hitters, has been added to Spalding's consultant staff. From Whittle Springs GC, Knoxville, Tenn., Goss has a 435-yard drive to his credit along with several other noteworthy distance contributions. Goss, winner of the 1961 Knoxville Open and Dunbar Cove tournament, has been a professional for nine years. Observers say that if Dock ever attunes his short game to his long one, he may well be a pro circuit sensation.

Classified Ads • P93



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New Eastern Yardage Markers

A new fairway control sign has been added to the CourseMaster® line of Eastern Metal of Elmira, Inc. It is the yardage marker — showing



distance to the green. Size of sign is 10 x 6 ins. with a metal post of 18 ins. for driving into the ground. Eastern Metal offers complete line of fairway guide, Grafic-T traffic control and custom club name signs and vinyl glo color flags for greens. Complete information on the new CourseMaster line can be obtained from Eastern Metal of Elmira, Inc., Elmira Heights, N. Y. Dealer inquiries are invited.

Spalding Net Up Over 1961

A. G. Spalding & Bros., Inc., had a net income of \$361,000 or 36 cents a share for the

six-month period ending April 30. This compared with \$129,000 or 13 cents in a like 1960-61 period. Profits before taxes in the last six-month period were \$788,000. Net profits in the three-month period ending on April 30 amounted to \$440,000 or 44 cents on each of the 1,001,832 shares outstanding at that date.

Roseman Introduces 5-Gang

Roseman Mower Corp., Evanston, Ill., is introducing a 5-gang hydraulic lift-type mower for the new Ford LCG, Low Center of Gravity, trac-



tor. The low, ground hugging mower, Roseman points out, is perfect for close trimming, without scalping, around greens, steep bunkers and sandtraps.

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**Hogan Packaging Gives Protection
in Shipping and Display**

What is said to be the first protective club packaging using polystyrene inserts has been developed by the AMF-Ben Hogan Co. The design introduces a compact unit for packaging, shipping and display. The inserts are contoured, shaped and molded to fit the heads and shafts of Ben Hogan woods. The molds are placed in a sturdy corrugated box unit. The packaging units double as colorful point-of-purchase display pieces and clubs are removed from them and replaced with ease.

Mowry, Bondeson on MacGregor Staff

Larry Mowry, promising young Bonita, Calif., golfer, has joined the MacGregor advisory staff. A native of R. I., the 25-year old Mowry finished in the money in six of his first eight starts on the circuit this season. Another recent addition to the MacGregor staff is Paul Bondeson, 22-year old assistant pro from Green Acres in the Chicago dist. A virtual unknown, young Bondeson created quite a sensation by finishing second in the Doral Open this spring. He also has finished in the money in several other tournaments.



This Toro Golfmaster, with special turf tires, transports relief pitchers from the bullpen to the mound at Metropolitan Stadium, Minneapolis, home of the Minnesota Twins. Leon Gjertson (r), representing Toro, is seen with Bill Robertson, director of Stadium operation.

Stenhouse Febco Sales Manager

Bernard Stonehouse has been appointed national sales manager for Febco, Inc., 1993 Blake ave., Los Angeles. Seventeen distributors have been added in recent weeks by Febco, which is now expanding its distribution network. Stonehouse comes to Febco from Lasco Industries, Montebello, Calif., where he specialized in piping and irrigation systems for about 10 years.

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SALESMEN, male or female, for popular profitable line of golf accessories . . . knit CLUB SOX covers for woods, POM-TAM sports caps, SPORTS SACKS and FOOT-LIGHT slippers for relaxing in the club house. Choice territories open:

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Lady Bucknell Blouse Gives Free Swing Action

A leader in the Lady Bucknell pro shop collection of blouses for women players is Style No. 750, a sleeveless model especially styled for warm weather wear. Made of drip-dry cotton, it features an open-shoulder "sweetheart" styling for complete swing freedom. The blouse is available in a dozen different colors and in sizes, 8 to 18. Information as to prices, swatch chart, etc., can be obtained from Lady Bucknell, 320 Fifth ave., New York 1.

Bowers Battery Operates New Plant in South Carolina

A 65,000 sq. ft. battery plant in Greer, S.C., built by General Battery and Ceramic Corp., Reading, Pa., was dedicated in mid-June and now is manufacturing at near capacity. The million-dollar plant is operated by the Bowers Battery and Spark Plug div. of General Battery. It has a production capacity of 2,500 batteries a day and ultimately will employ about 140 people. James Talbert is manager of the plant which specializes in lead-acid replacement units.

Sales Aid Program

Consolidated Pipe Co. of America, 1530 Commerce dr., Stow, Ohio, is in the midst of a comprehensive distributor sales aid program that is being carried out in seven phases. The company produces six types of flexible and rigid plastic pipe and nylon inserts. The sales aid program takes in use of floor displays, sales kits, catalogs, ad mats and other material.