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Old Orchard® C 52

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## Golf Business News

### Pros Can Use Dunlop Tee Dispenser for Promotion

Dunlop Tire and Rubber Corp., 500 5th Ave., New York, markets a dispenser for tees that



not only returns a substantial profit but enables the pro to get in a personal plug for himself. The T-Paks used in the dispenser (demonstrated here by Bruce Crampton) come in 10- and 25-cent sizes and each can be imprinted on one side with a message from the pro. The dispenser carries the name of the pro and the club on the front panel decal. It takes a minimum initial order for

25,000 tees to get prepackaging of the tees plus the coin operated T-Pak dispenser. If desired, the

coin plungers can be adjusted to operate without coins for no-charge dispensing. Complete information can be obtained from Dunlop's

### Alco Acquires New Subsidiary

Alco Chemical Corp., Philadelphia, has acquired the common stock of Goulard and Olena, Inc., Skillman, N. J., oldest manufacturer of lawn and garden products in the New York area. The marketing of G & O products will be handled by Miller Chemical and Fertilizer Corp., Baltimore, another recent acquisition of Alco.

### International Harvester Catalog

International Harvester Co. has released a new 20-page catalog on its complete line of industrial tractors together with mowers, loaders, blades and scrapers, backhoes, etc. Copies of the catalog, CR-1001-M1, are available at local offices of IHC equipment dealers. The tractors described range from 7 to 95 maximum engine hp and for the 13.4 to 66 hp units there are matching loaders.

### Demaret with Ball-O-matic

Jimmy Demaret, former golfing great and known to TV fans as the voice of the All-Star golf show, has become a director and stockholder of Ball-O-Matic, Denver, Colo., according to G. W. Jensen, pres. of the ball dispensing machine firm. He also serves as chairman of the company's advisory staff.

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## MacGregor Balloons DX Tourney at Western Open Event

To promote the MacGregor DX Tourney ball at the Western Open this summer, 53 men tied 10,000 balloons, representing souvenir replicas of the ball, to as many automobiles. The balloons were filled with helium. The 53 men who worked on the project had to be supplied with lunches and drinking water while working the parking lots and the operation turned out to be an exercise in logistics, similar to those staged by the Army, according to Bill Ford, MacGregor ad manager. The promotion was so successful that MacGregor is planning to use it at other big future tournaments.



## Sachs with Pedersen

Pedersen Sales Co., Wilton, Conn., has appointed Dick Sachs to represent the company in N.J. and eastern Pa. Pedersen's 1963 woods have face inserts of wood and are constructed without the use of screws. Iron heads are made of mild carbon steel with revolutionary alchronizing chrome case hardening. The company will continue to feature stainless steel

of improved design in its custom quality irons and redesigned persimmon and laminated woods in its 1963 models.

## New Protective Package

What is said to be a major improvement in club packaging has been developed by the National PGA Distributors for shipping and dis-



play of its woods and irons. Molded styrene inserts are used to form a nest for the clubs. The styrene is molded to fit heads and grips and is inserted in a rugged corrugated box. Clubs can be easily removed from or replaced in the box, and when shipments are received displays of the PGA woods and irons can be quickly set up.

## Penn-Chem in Merger

Penn-Chem Products, Box 575, Lansdale, Pa., has merged with Doggett Pfeil Co., Springfield, N. J. The latter firm manufactures an extensive line of insecticides, fungicides, herbicides and water soluble fertilizers and is well known in the N. Y. - N. J. area. Main office of the merged firms will be in Springfield, although Penn-Chem will retain its present office in Lansdale.

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### Toro to Introduce 25-Inch Snowhound This Fall

A 25-inch snow thrower, the Power Snowhound, which will move more than a ton of snow 20 feet in a minute, will make its market



debut this fall. It is manufactured by Toro Manufacturing Corp., Minneapolis. The Snowhound has finger-tip, 270 degree directional chute control and exclusive 2-in. wide Flexi-Scraper which scrapes clean drives and walks continuously during operation, yet rides easily over rough surfaces and gravel. The unit is a single stage feeder thrower and has a 4 hp engine, specially designed for winter starting and

winter operation. There is optional equipment, a set of tire chains, for locations where steep terrain or frequent ice conditions pose special problems.

### Ardco Baro-Spreader Has Numerous Uses

Ardco Roto-Werl Spreaders, Box 113, West Point, Pa., points out that its Baro-Spreader can be used to distribute fertilizer, seed and salt in addition to serving as a wheelbarrow. It has a stainless steel flow gate, corrosion resistant cast aluminum rotor and adjustment setting attachment. A handy golf course utility unit, the Baro-Spreader spreads in a five-foot swath. The rotor is mounted against the wheel as in Ardco's larger turf and farm fertilizer spreaders.



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## STOLONS

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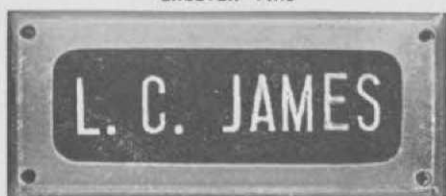
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### Par-Mate Features Winter Golf Gloves

Par-Mate, 10 W. 33d st., New York City 1, reminds pros of the fast growing business in winter golf gloves. Last fall and winter the Par-Mate S-82 got a strong play in pro shops for winter play and as Christmas gifts. Par-Mates S-82 is a tacky capeskin with a back lined with leather and wool. It comes in several sizes for men and women and is available in tan or black. Par-Mate's S-84 is a capeskin palm, with all-wool tweed back and is fashioned for men and women.

### Victor Comptometer Earnings

Victor Comptometer Corp. of Chicago, which manufactures golf cars as well as other products, and reported increased sales and earnings for the second quarter of 1962 compared with the previous period. Sales totaled \$15,843,000 and earnings were \$1,402,000 or 31 cents per common share.

### McCleary Gets Hayman Promotion

Warren W. McCleary has been named director of turf equipment sales for the B. Hayman Co., 3301 Leonis blvd., Los Angeles 54, Calif. He handles the entire Southern Calif. area and is available for consultation, etc. McCleary has been with the 85-year old Hayman firm since 1949 and in 1954 got into the turf equipment field when the company started selling mowers, turf and various products. McCleary's position is newly created.

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### Larson Adds Two Models to Broad-caster Line

Improvements in design and the addition of two models mark the Larson line of link broad-caster fertilizer and seed spreading equipment.



In the new line is the 410 trailer type broad-caster, with 15 cu. ft. hopper, said to be ideal for courses. A modification of the 410 is the 403 "Piggyback" with 15. cu. ft. capacity and 3-point tractor hookup. All Larson models cast spreads up to 50 ft. in width. Complete information on the line can be obtained from L. L. Larson Machine, Inc., Princeville, Ill.

### Reiterman Re-Joins Belt

Glen J. Reiterman has re-joined the Belt Corp., Orient, O., as field sales manager. Among the products manufactured by Belt is the Brod-Kastor fertilizer distributor. Reiterman attended Ohio State U. and has held sales and management positions with a number of farm equipment manufacturers.



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### Tri Powered Introduces Light Hauling Vehicle

Tri Powered Corp., 210 Industrial blvd., Austin 4, Tex., has introduced a three-wheel vehicle designed for light hauling. Called the



Tripco Truckmaster, it can haul 750 lbs and has a turning circle of less than 15 ft. The frame is constructed of unitized structural steel and body and engine box are of fiberglass. The pickup bed is built of 18 gauge metal. The Truckmaster is powered by a 2 cylinder, 18 hp motor and two custom designed mufflers give it maximum silence. The vehicle travels up to 40 mph, has two forward speeds and reverse and can be equipped with a fiberglass cab.

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### Flash Reaction Restores Roundness to Hogan Ball

Designed to deliver full potential to the swing, the new IFR Ben Hogan ball is said to have an "improved flash reaction" factor for greater distance and control. This embodies an exclusive design principle that, it is claimed, snaps the IFR ball back to perfect roundness instantly after impact. It works through a principle of a built-in remembrance factor. The IFR ball is available only in pro shops.



### Bright, DeLongy with Shakespeare

The Shakespeare Co., Kalamazoo, Mich., has appointed John E. Bright of Denver and Marvin DeLongy, Derby, Kan., to represent its new professional line of clubs and equipment. Bright covers Ariz., Colo., N. M., Wyo. and West Texas. DeLongy covers Ark., Kan., Neb., Okla. and part of Iowa. Some Shakespeare territories haven't yet been assigned and the company is considering applications from pro line reps.

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### Spring-Green Is Antidote for Dead Spot in Bermuda

The antidote for spring dead spot in Bermudagrass, according to Mallinckrodt Chemical Works, St. Louis, Mo., is Spring-Green, a wettable powder. It is applied monthly via spray from Sept. through April at 4 ozs. in 25 gals. of water per 1,000 sq. ft. for nearly 100 per cent control. The USDA has given Mallinckrodt registration to sell Spring-Green in 1962-63 and the firm expects unrestricted permission to sell the product after that. It is backed by a year's test and has given outstanding control thus far.

### American Machine & Foundry Officers

Carter L. Burgess, former pres. of the American Machine & Foundry Co., has been elected board chairman and chief executive officer, succeeding Morehead Patterson who died unexpectedly early in August. Burgess has been succeeded by Rodney C. Gott, former executive vp. Gott's successor is Frank P. Downey, who was an AMF vp and pres. of AMF Pinspotters, Inc. Another recent appointment announced by American Machine was that of Richard J. Sargent to the post of recreational products vp.

### Golf-O-Mat Vends Two Bucket Sizes



The Golf-O-Mat ball dispenser, a product of North American Dynamics Corp., 251 Northern Blvd., Great Neck, N. Y., is proving to be a reliable money making unit at numerous ranges and private clubs. The Golf-O-Mat vends two size buckets of balls and can be set to dispense any number the operator chooses. At private club ranges, a personalized token used for vending purposes is proving to be very popular. It is sold in the pro shop and charged to members' accounts.

Consolidated net sales of Alco Chemical Corp., Philadelphia, climbed to a record \$5,840,000 for its third fiscal quarter which ended June 30. This compared with \$1,142,000 in 1961. Net earnings for the 1962 period were \$307,000 as against \$29,000 in the similar 1961 quarter.

## James G. Harrison

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**Spalding's Dot, Dot Plus in  
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Spalding's 1963 Distance Dot and Distance Dot Plus Christmas gift packages are offered



in both one doz. and one-half doz. sizes. The balls are displayed in rich-grained leatherette cases with gold eagle and gold line ornamentation. The cases, 11 x 4½ x 2½ inches, are sturdily built to provide long service as valet, vanity box or knick-knack container. The dozen-size gift package features tip-up trays which elevate the balls to an easel position when the lid is opened.

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**Henderson Thin-Cut Removes  
Thatch, Opens the Soil**

The Henderson Mfg. Co., Fisher, Ill., will exhibit its line of Contour Power lawn tools at the national hardware show late in Sept. The Contour Thin-Cut, a vertical cutting renovator for removing thatch and crabgrass and effective in opening the soil for fertilizer and water penetration, will be featured. In the photo are the vertical cutting unit and lawn mowing unit which may be quickly installed to convert the machine to contour power mower. The machine may be purchased as a combination unit.



**Don't Dig It Out!**

O. M. Scott & Sons, Marysville, O., issued a bulletin recently advising against digging out crabgrass. It probably does more harm than good in that it pockmarks turf, injures roots of desirable grasses and scatters crabgrass seed all over the place. The easy way out, says Scott, is to use its chemical control, CLOUT.

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### IHC's 404 Lo-Boy Designed for Hillside Stability

International Harvester Co. is producing a 404 Lo-Boy hi-stability tractor designed especially for golf course use or other operations



where great flotation and hillside stability are needed. The 35 pto hp tractor has 135 cu. in. 4-cylinder gas engine, self energizing brakes with dual pedal safety lock, and front pto coupling. The standard model has four forward speeds ranging from 1.7 to 11.1 mph and reverse of 2.7 mph. The tractor may be equipped with single or dual rear wheels and the front wheel and rim combinations are rated for use of front mounted loaders or other front mounted equipment. Rear frame clearance is 9 ins. and fuel capacity is 16.2 gals.

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### Benjamin Named VP of Newly Acquired Toro Subsidiary

Wallace C. Benjamin has been named vp and treasurer of Moist O'Matic, Inc., Riverside, Calif., according to David M. Lilly, pres. of Toro Mfg. Corp., Minneapolis. Moist O'Matic, which manufactures underground sprinkling systems, is a recently acquired subsidiary of Toro. Benjamin is a former Toro controller. President of Moist O'Matic is Edwin C. Hunter.

### Versatility Claimed for West Point's Verti-Cut

The VC-3A Verti-Cut is claimed by West Point Products Corp., West Point, Pa., to be the ideal vertical mower for greens. It has a cutting width of 18 ins., weighs 255 lbs. and height of cut is adjustable in 1/32-in. increments in using it. Other advantages claimed for its use: It restores the surface after aerification; makes fertilizer and topdressing more effective; helps water penetrate better; and when mounted on two saw horses, can be used for stolon shredding.

Southern California Plastic Co., Glendale, is marketing a plastic 10-oz. steinette and 10-oz. carafe with thermos feature for use in snack bars and at pools.

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These people attended the recent annual sales meeting of Golfcraft, Inc. in Chicago: (Front row, l to r): Bill Goodrum, Art Weller, Mike Dybka, Ian Walker, Charles Houck, Monty Hill, Ed Atwood, James Pickel. (Second row) Bud Ricords, Bob Lutz, E. R. (Ted) Woolley, president, L. H. LeGoff, John Hawes, Ralph Kolle. (Third row) Tony Na-

vitsky, Nat Dolve, Walter Good, Aleck Gaylor, Dale Bourisseau, Jim Flynn, Lum Foster, Marilyn Nielsen, William Thompson, Bob MacGregor, Cyril Slater, Ed Redmond, Maurice Marabon, Gene Meyer. Not present when photo was taken were Stan Leonard, Shirley Englehorn, Jerry Burgett and Jack Bengston.

### **Golfcraft Adds Bag, Shoe Lines to Its Marketing Setup**

Golfcraft, Inc., Escondido, Calif., has expanded its operation to include a line of golf bags as well as act as distributors for golf shoes. The golf bag subsidiary is located at 1150 Southard St., Trenton, N.J. and is being managed by L. H. LeGoff, who has been in the bag business for 30 years. The line will include low price to highest price bags, all of which will be available when Golfcraft salesmen make their fall trips. At the Chicago sales meeting, held in July, it was announced that Golfcraft will serve as exclusive agent in distributing the Saxone golf shoe, which is made in Kilmarnock, Scotland. Several new models have been added to the line to meet American demand so that there are now five styles for men and seven for women golfers. Ian Walker, Saxone's export manager, completed negotiations for distributing his firm's shoes in U.S. at the Golfcraft sales meeting.

### **Describe Outdoor, Indoor Lights in Wide-Lite Pamphlet**

Floodlights to meet all lighting needs are illustrated and described in a four-page pamphlet newly published by Wide-Lite Corp., 4114 Gulf Freeway, Houston, Tex. The folder includes the full line of Wide-Lite mercury vapor and quartz-halogen outdoor floods and the uniquely designed mercury vapor indoor luminaire. Several outdoor installations are pictured.

William F. Mitchell, course architect of Pompano Beach, Fla. and Garden City, N. Y., has announced the formation of William F. Mitchell Associates with Robert C. Willis, also of Pompano Beach. Willis formerly was general sales manager of Zinke-Smith, Inc.

### **Fore-Par Offers Several Course Equipment Items**

In the photo is the compact display kit of the Fore-Par Manufacturing Co., Laguna Beach, Calif., showing signs, markers and a ball washer marketed by this firm. The ball washer cleans as many as six balls at a time. The ball, in being washed, travels through 3-1/2 ft. of high quality neoprene brush action. The washer is made of non-corrosive aluminum and has self-lubricating bronze oil-lite bearings. Markers are made of what is said to be practically indestructible Reonite and all colors (red, white, blue, yellow) are fast. Plaques and signs are of white Reonite with imbedded letters and numbers. Hole-Marker and Hole Spotter flag poles, available from Fore-Par, are of flexible, tapered fiber glass with a ferrule at the bottom to reduce cup wear and tubular swivel to give silent rotation of the flag. A catalog is available upon request to the company.



### **American's Shatterproof Desk Top**

American Mat Corp., 1802 Adams st., Toledo 2, O., is marketing a shatterproof desk top that is transparent and matches any finish or decor. Made of plexiglass, it comes in seven standard sizes plus custom sizes and shapes up to 102 x 120 ins. The desk top is 3/16 ins. thick. Details can be obtained from American Mat.