



Toney Mascaro of Ardco Roto-Werl permits himself only a half smile here, but he was beaming later when orders started to come in.



John Bozarth (center), Midwest rep for Jato Manufacturing Inc., gets two prospects ready for the kill.

Few Complained About Business at GCSA Turf Show



Quite a few supts. paused to make a study of Pennsylvania State University's educational display.



Golfdom's poster girl, in answer to numerous male inquiries, is Sharon Kasper. She's employed in the Golfdom office.

Woman (at right) missed the target but she silenced a critic.



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C. B. McMicken of the B. Hayman Co., Los Angeles, accepts plaque from Einar A. Jacobsen, president of the Jacobsen Manufacturing Co. Hayman firm was leading Jacobsen distributorship in 1963.

Convention Briefs

Quite a few manufacturers devised ways of dispensing premiums and prizes at the GCSA show . . . Most were by drawings of various kinds . . . Par Aide gave portable TV sets to

three supts. who held lucky tickets . . . They were Bob Mitchell, Edison Club, Rexford, N.Y., Norm Kramer, Point O'Woods CC, Benton Harbor, Mich., and Lou Berlick, North Park GC, Pittsburgh . . . To win a transistor radio from Chemagro, Haddonfield, N.J., a person had to be able to hit a pitch shot through a small hole in a target from about ten feet away . . . More than 25 transistors were awarded during the three-day exhibition . . . National Chemsearch, Irving, Tex., offered a movie camera as part of its promotion . . . DuPont had a computer rigged up to reward prizes to persons who could figure out the right combination to a turf disease situation . . . Ford was giving miniature front end loaders, operated by remote control, to visitors to its booth who drew lucky tickets . . . Bob Wren, Jacobsen publicity director, estimated that his company passed out something like 1,500 golf caps . . . You had to putt to win a General Electric yard lamp . . . A fellow had to sink six out of six on G.E.'s uphill green to make off with a prize, about 30 of which were doled out.

Herculon Tru-Turf Carpet

Made of Herculon polypropylene olefin, a product of Hercules Powder Co., Wilmington, Del., Tru-Turf, for putting carpets, is said to provide qualities of superior shrink resistance, stability and abrasion resistance. Tru-Turf is made by Lockport Felt Co., Newfane, N.Y.

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