

Golf Business News

Woods With 'Easy Playing Shape' Are Marketed By Wilson

Wilson Sporting Goods Co., 2223 West St., River Grove, Ill., 60171, has available 1965 X-31 woods with several new scientific features. Effective hitting area is broadened because new shape places the shaft closer to the center of gravity than in other standard clubs. Torque in clubhead is thus lessened by shaft position, minimizing slice or hook. Epoloc face is designed for more effective ball impact and is molded into the clubface without glue or screws. Clubs are available in ebony finish with cream or black face insert. Sets are matched.



Mallinckrodt Cites Big Jump in Mercury Metal Prices

Mallinckrodt Chemical Works, St. Louis 7, points out that mercury metal prices have been climbing at fantastic rates on the world market and has made necessary an increase in the price of mercurial based turf fungicides. Most manufacturers have attempted to hold the price line by passing on only a small portion of the increased cost of fungicides to their golf course customers. In June, 1963, mercury metal was listed at \$184-\$187 per 76-lb flask; by December, 1964, it had jumped to \$495-\$505 per flask, a 170 per cent increase. The price of Mallinckrodt's Calo-Clor, with a total mercury content of 76 per cent, has increased only 32 per cent in this period.

Waterproof Royal Golf Shoes

A new golf shoe from U. S. Rubber Co., New York, is lightweight and flexible, styled in the traditional golf-shoe fashion of a "V" throat pattern with shawl. The upper portion of the shoe is made of U. S. Royalon. The steel spikes are replaceable. The shoe is also washable. The new Royal shoe features a wide range of men's and women's sizes.





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CONTAINER DEVELOPMENT CORP.
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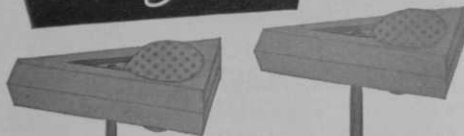
SPRINKLERS

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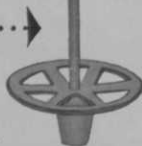


TEE MARKER

Dress up tees with color — red, white, blue or yellow. Custom molded of high impact plastic. Cannot rust, rot, corrode, nor discolor. Number decals available.

PRACTICE GREEN MARKER

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For further details contact your dealer or . . .

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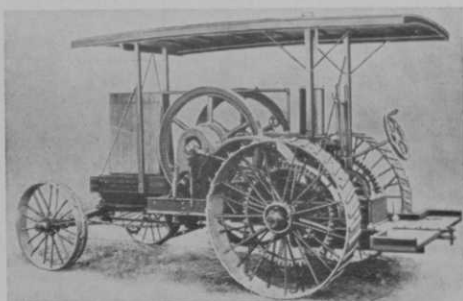
*In just two years Colonial Gardens has become one of the leaders in Golf Course Construction. They have constructed twelve new courses in five states and made additions on five others.



LIST OF COURSES ON REQUEST

COLONIAL GARDENS, INC.

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Phone 373-2188 • Area Code 614



This tractor appeared many years later than the "Apple Tree" gang, which built the first U.S. course in Yonkers, N. Y., but it still has plenty of age behind it. It was one of the first built in 1906 by International Harvester Co., which turned out 14 of these sleek models that year. Last fall, IHC passed the four-million mark in tractor assemblies.

Schamp Named PEC Officer

E. D. (Dean) Schamp has been named vp and general manager of Product Engineering Co., Portland, Ore. Schamp was the founder of Radcor, a chemical processing equipment firm which, with Product Engineering, was acquired by Northwest Industries, Inc. in 1963. He becomes a member of NWI's board. Product Engineering manufactures the Con-Voy cart.

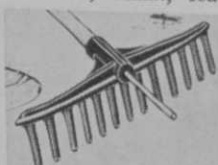
Wilson's Executive Set Bag

Wilson's 1965 golf bag line includes the Executive Set, which, says the company, has all the aesthetic and functional features a discriminating golfer could want. The leather body is complemented by leather trim and welt. The bag has a keystone step-down top ring, full length grommeted club dividers and specially molded plastic bottom. Carry-All and shag bag are constructed to harmonize with the golf bag.



Rake Has Visibility Features

Rake-Ezee sandtrap rake, produced by North Central Plastics, Inc., Ellendale, Minn., features a high density plastic head with extra long tines. A metal point fitted into the head makes it possible to jab the rake into sand or turf so that it stands erect and is easily seen. The rake's 4-ft. handle is painted bright yellow. Two head sizes are available — 14 and 22 inches.



Stevens Claims High Efficiency for Club Car Transmission

A 96 per cent efficient transmission and lightweight, all-aluminum frame are features of the 1965 Stevens' Club Car, made in Augusta, Ga. The electric car has positive drive sealed



unit with no open chains or V-belt to get out of line. The frame has great stability and won't rust. Club Car has a fiberglass body that is rust- and corrosion-free and comes in five colors - white, blue, red, yellow and green. Overall weight is 650 lbs. and suspension is by air-cushion shocks. The Stevens car travels 8 to 10 mph.

New Building For Champion Glove Co.

Champion Glove Manufacturing Co. of Des Moines, Iowa has moved into a new 20,000 sq. ft. building. The new building is of all



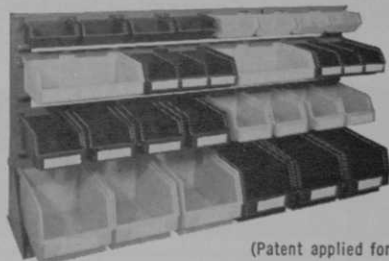
steel construction with a rock faced brick front. Air conditioned, the new facility has a large customer display room and new stock handling program, which enables faster service in filling customer orders.

Building Built By Sportsman's In Mississippi Expansion

Sportsman's Golf Corp., makers of Kroydon golf equipment, has begun construction of the first one-third of a planned 150,000 sq. ft. manufacturing plant on a twenty-five acre site near Pontotoc, Mississippi. Completion of this first stage of construction is planned for April of this year.

Manufacture of golf clubs and golf balls will be at this plant. Other Sportsman's items that are manufactured at Bay City, Michigan will be warehoused at the Mississippi plant to give all customers in the South fast service.

Lewis Line HANDY-BIN CONTAINERS



(Patent applied for)

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**DeFrance Becomes Senior Scientist
 For Scotts Turf Service**

O. M. Scott & Sons, Marysville, Ohio, has appointed Jesse DeFrance as senior scientist of Scotts Professional turf counseling service. Since retiring from the University of Rhode Island, DeFrance has counseled more than 350 golf course supts. in New England and upper New York State. He is now available to participate in seminars in various parts of the country to discuss regional and local needs and problems.



Dunlop's 1965 Catalog

Dunlop Tire and Rubber Corp., 500 Fifth Ave., New York City, has their new 1965 professional catalog available. The four-color 27-page booklet features new and continuing Dunlop merchandise. There are four new lines of woods and irons, 62 new shapes and textures and colors in golf bags. Dunlop also claims to feature 13 new putters, six new gloves and ten new Creslan headcovers. Also included are Maxfli golf balls, an airline bag cover, various colored shoulder straps, and Dunlop carryalls and shag bags. Included in the Dunlop line are left-handed woods and irons.

LOCKER NAMEPLATES

GREETER PINS



Samples and prices on request

KIRSCH CARD SERVICE

Box 222X, Villa Park, Ill.

**New Buckner Automatic Water
 Controller Available for Courses**

A new 11-station automatic watering controller for golf courses is produced by Buckner Industries, Inc., Box 232, Fresno, Calif., 93708.

Available in two models—wall-mount and pedestal-mount—the B11 controller incorporates special 0-to-60 minute adjustment on each station. This variable time control feature enables the operator to choose any day or days over a two-week cycle and any one of 24-hour starts. Each of 11 stations is equipped with potentiometer adjusting knobs that regulate precision time setting for each station, and control the station's automatic valve. Because of this device, the operator may irrigate one area for as little as one minute—and irrigate other areas five minutes or more. Individual stations may be set to operate in sequence.



Adds Two Snow Throwers

Four and six hp Sno-Bee self-propelled, walking-type snow throwers have been added to the line of snow removal equipment manufactured by Allis-Chalmers, Milwaukee, Wis.

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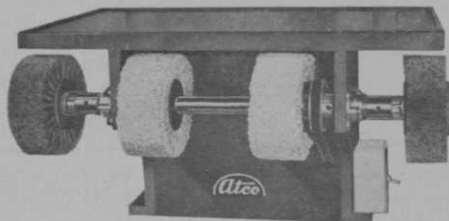
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Pre-Engineered Systems For Lawn Watering

Toro Manufacturing Corp. of Minneapolis has a new Moist O'Matic automatic underground sprinkler system-in-a-box. By varying the components — in building block style — the system can be adjusted to water lawn areas ranging from 4000 to 9500 square feet. Systems are pre-engineered so that installation is claimed to be accomplished easily.



Largest Power Vacuum Machine Introduced By Giant-Vac

Giant Vac-Manufacturing Co., South Willington, Conn. has a 9-hp vacuum machine with a Briggs & Stratton engine. Dust control bag will hold approximately 18 cu. ft. of litter and debris. Bag dolly is standard equipment. Three nose cones are available — 30-in., 36-in., and 42-in. wide (illustrated). Tires are 16-in. pneumatics.

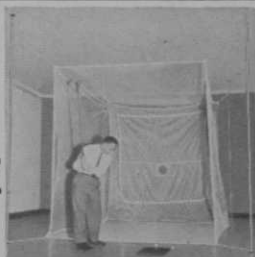


Marble-Colored Rubber Stair Treads Introduced

Marble-colored rubber stair treads with matching cove risers and landing mats are being marketed by American Mat Corp., 1802 Adams St., Toledo, Ohio, 43601. Complete line includes heavy-duty diamond surface and light duty smooth surface mats, and is offered in ten colors. Treads have molded round and square nose and come in 24, 36, 48, 60 and 72-in. lengths — all 12½ in. wide. Matching risers are 6 and 7 in. wide.

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New Finish Featured On Ben Hogan Clubs

Ben Hogan Co., Ft. Worth, Tex., has a new Burgundy-colored finish available on the Ben Hogan 602 Speed-Slot woods for men. Clubs



feature Dura-Ply heads with crimson Accur-Aim face inserts. Hogan clubs have the Speed-Slot toe channel and Flash Reaction shafts with True-Flex gradation. Grips are styled in black or red leather or in slip-proof black with white fill. Length is 43 in. only and for men's right hands. Available from pro shops only, sets are 1-2-3-4 or 1-3-4-5 or 1-2-3 or 1-3-4 or 1-3-5.

Cap of Metal Foil-Fabric

Foylon (a foil-fabric material produced by Archer Aluminum) is manufactured so that foil is wrapped partly around each thread of fabric, forming a bond and leaving pores of material open. The material also has a high degree of reflectivity. Caps made of Foylon by Henschel Manufacturing Co. of St. Louis keep the golfer cool in even the hottest weather as a result of both reflectivity and porosity.



Display Unit Available For Pro Shops

Service Manufacturing Co., 155 Saw Mill River Rd., Yonkers, N. Y., has a free display

unit with an order for an assortment of four dozen Sure-Grip stretch golf gloves. Stretch feature of these gloves in kidskin and nylon for men and women makes it possible for one size to fit all. Women's gloves are styled in pleasant feminine shades.



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Box 286G — Stratford, Conn. 06497
Phone 203-375-3319



A big top flavor is added to distribution of Toro products with this huge trailer. It will be used in 1965 in delivering mowers, golf cars, snowthrowers and sprinkler systems by the Minneapolis firm.

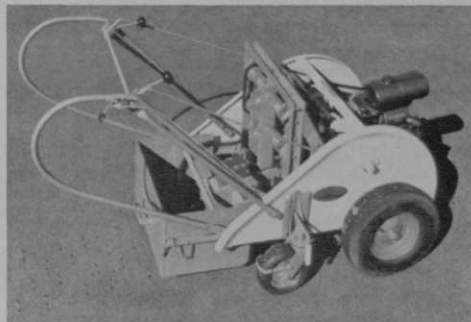
Coster Continues Operations in Spite of Fire

A \$125,000 fire on Thanksgiving Day destroyed the paint and body shop of H. Coster Electric Car Sales & Service, Indianapolis, Ind. and caused considerable damage to the building and 250 rebuilt golf cars. Coster's main warehouse with 600 new and customer cars,

stored at the Indiana state fairgrounds, was undamaged. The firm continues in full operation at its new location, W. Washington and Harding sts. in Indianapolis.

Catcher for Vertifier

West Point Products Corp., West Point, Pa., now produces a Vertifier with a new "Clean-Green" core catcher. This new core catcher attachment for the Vertifier is claimed to relieve two men for other course jobs. The Vertifier



cleans as it cores in a fast-moving, one-man operation. Raking and core pick-up are eliminated. Play can continue while greens are being cored and cleaned. The attachment is easily hooked on or removed.

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19501 South 4th Street Oregon, Illinois

Outdoor Lighting Fixtures

Wide-Lite Corp., P. O. Box 191, Houston, Tex., 77001, has introduced a new design of its Mercury "4000" outdoor area light. The new unit permits choice of models that produce different lighting intensities to meet varying outdoor requirements. Fixtures are available for use with four 400 watt lamps, or combinations.



Jato Distributes Walker Electric Golf Car

Electric models of the Walker Executive golf car now are available from Jato Manufacturing, Inc., Salina, Kans.



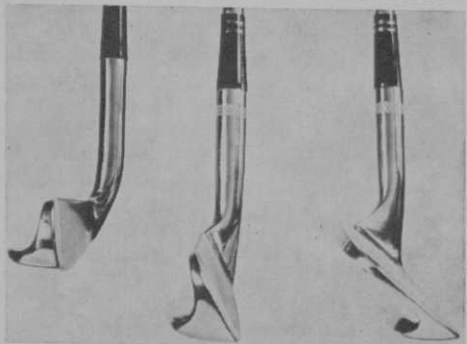
The cars have been tested for 1½ years and were held off the market so that an electrically powered unit could be developed that enables owners to replace working parts from local sources.

The Executive electric is a counterpart of the gas model that has been in use for several years.

It has a Y-shape tiller bar, automatic speed selection, emergency brake pedal and utility compartments. Like the gas model it features an all-steel, uni-body chassis and comes in fire red, glacier blue and olympic white.

New Group of Men's and Women's Irons Introduced for 1965

PGA Golf Equipment Co., 8350 N. Lehigh Ave., Morton Grove, Ill., has the Scrambler rough iron in both men and women's lengths. The manufacturer also has Scrambler sand iron



and a putter that incorporates heavy flanged sole styling. All clubs feature PGA rubber Tru-Grip and True-Temper steel shaft.

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**Jacobsen Appoints Sales
& Marketing Managers**

Jacobsen Manufacturing Co. has announced the following appointments: Walter A. Wendler has joined the company as general sales manager. Robert L. Wren has been named marketing manager, a new position. Orville R. Lawson



Reihman



Hazle



Lawson



Wendler



Wren



Thomas

moves into a new position as sales administration manager. Roger J. Thomas has been appointed turf equipment sales manager. John W. Reihman becomes consumer products sales manager and F. William Hazle has been named sales manager of tractor products.

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**Lawn Vacuum Cleaner Added
to Allis-Chalmers Line**

A vacuum collecting attachment to remove clippings, leaves and other loose materials from lawns, fairways, etc.

has been added by Allis-Chalmers, Milwaukee, Wis., to its line of attachments for lawn and garden tractors (B-10 and B-1 models). Unit is designed for use with a 42-in. rotary mower and A-C dump cart into which picked-up material can be blown. A 7-in. suction hose leads to a 3600 max. rpm, four blade, 11-in. diameter fan that is mounted at the tractor's rear. Fan suction carries debris through a 6-in. exhaust hose into dump cart. Cart capacity is about 26 bushels.



**Toro Distributors To Attend
Special Factory Schools**

In January special Toro Manufacturing Corp. week-long schools will be held in Minneapolis to bring distributor parts and service personnel up-to-date on new machines in Toro's 1965 line of institutional and consumer turf and yard-care equipment. A special session on up-grading dealer service programs is included.

THAT'S NOT EXACTLY THE KIND OF A TRAP I HAD IN MIND.



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**Southern Cal Section Gets
MacGregor Trophy**

Guy Bellitt (l) accepts MacGregor trophy from Harold Peterson, L.A. representative for the Cincinnati firm, on behalf of the Southern California PGA which had the best credit record of any section in the U.S. in 1964. Trophy is presented in memory of Stanley M. Clark, longtime MacGregor credit man. This was the eighth award. The Southern Cal section has won it twice.

**Fearless Foursome Features
Munsingwear '65 Ad Series**

A foursome composed of two well known professionals and a pair of famed amateurs will be used prominently in Munsingwear Grand Slam golf shirt advertising in 1965. Jack Burke, Jr. and Dow Finsterwald and Bing Crosby and



Bob Hope will be seen in a series of full page color ads in golf and men's magazines during the season. The promotion campaign will be kicked off on Feb. 1 when Crosby-Burke meet Hope-Finsterwald in "Munsingwear's Challenge Match" in Palm Springs just before the Bob Hope Classic starts. This imbroglio was whipped up as a result of some loose remarks made by the amateur partners as to the golfing abilities of the four players. A purse of \$10,000, which will go to charity, is at stake in the match.



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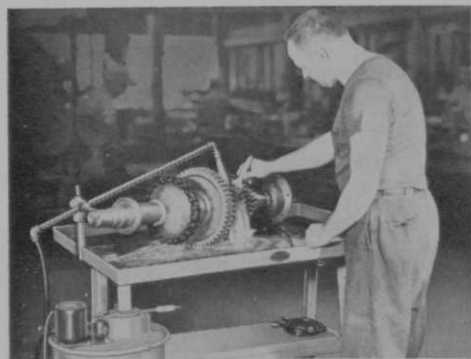


Code 312 352-2113

11 South La Grange Road La Grange, Illinois

Stand Helps In Parts Cleaning Problems

Fate-Root-Heath Co., Plymouth, Ohio, has a new stand to aid in cleaning of lawnmowers, chain saws, engines and machine parts with standard solvents. The unit is 12 gauge metal



sink sloped to one corner to drain into a drum where a separate motor-pump unit (clamped to 5-gal. drum of cleaning solvent) recirculates up to 2 gal. of solvent per min. Special baffling

causes dirt to settle to the bottom of the drum. Solvent reportedly may be used indefinitely. Stand holds up to 500 lbs. Pipe and hose attachments give flexibility and freedom of movement.

New Kangaroo Leather Golf Bags Available

A burnished-copper-color Kangaroo leather golf bag with a 10-in. step-down round top is

new from Spalding, Chicopee, Mass. Furnished with large clothing, boot, utility and ball pockets, all with heavy-duty zippers, the bag has balanced harness suspension for ease in carrying. A new full-length, built-in, well-type umbrella holder is also a feature. Bag uses heavy-gauge nylon thread, lockstitched at all wear points — tops, bottoms and zippers.

Sold only through pro shops, Spalding bags have optional matching Kangaroo leather hoods.



RALPH PLUMMER

GOLF COURSE ARCHITECT

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Golf Course Architect

Fiddler's Green Amherst, Mass.

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DeLuxe Kangaroo Leather Hoods For Clubs

Spalding, Chicopee, Mass., has deluxe leather burnished-copper-finish club hoods with white leather shield emblems and numerals. With full-



length zippers, covers are of contour design, fully lined and have thong-laced swivel connectors. Club name may be stamped on shield free of charge on special orders for six or more sets. Available through pro shops only.

New 1-Hp Engine For Tractors Is Introduced

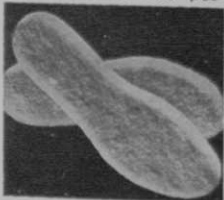
Model TR-10D tractor engine (cast iron and air-cooled) has been announced by Wisconsin Motor Corp., Milwaukee, Wis., Unit com-

panies small size (no larger than most 8-hp engines) with a displacement of 20.2 cu. in. and a weight of 80 lbs. There is a larger industrial-type carburetor for maximum power with minimum fuel consumption and with larger manifold. Ram-Thrust fuel system provides faster acceleration, greater efficiency, and ample load lugging power at slow speed to ease through sudden shock loads without stalling.



Insulating Insoles Made Of Sheep Wool Fleece

Dr. Scholl's, 213 W. Schiller St., Chicago, 60610, has insulated insoles made of 100 percent sheep wool fleece with a latex foam backing for cushioning comfort and cold-weather warming. They are claimed to be ideal for use in slippers at home also. Insoles may be washed with mild soap and tepid water.



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Golf Shoes of Synthetic Fiber

Brockton Footware Corp., Brockton, Mass., has produced the first golf shoes with man-made uppers and lowers. The shoes, made under the Ben Hogan name, have Neolite Flex bottoms by Goodyear and Corfam uppers by DuPont. Both materials are waterproof and highly flexible, and permit the feet to "breathe." Shoes are available at pro shops.



Lo-Blo Can Be Used for Several Jobs

Atwater-Strong Co., Atwater, O., markets eight Lo-Blo air broom models that can be used for snow removal, washing large areas and misting for insect control in addition to leaf removal. They are powered by from 3 to 10 hp motors and weigh from 55 to 215 lbs. All are hand controlled and operated. Several attachments are available with the different mod-



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els. These include 4- and 6-in. diameter hose, Blo-Mist for spraying, deflectors, snow blade mount and a garden hose that can be used in washing operations.

Pargo All-Electric Golf Car Model For 1965 Available

Columbia Car Corp., P. O. Box 336, Charlotte 1, N. C., manufacturer of Pargo golf car, says its new differential delivers better than 97



per cent of the power from the batteries to car wheels. By eliminating all belts, chains, couplings, auxiliary gear reduction and clutches, much of the power drain on batteries by these power-robbing components has been eliminated. This means longer battery life and fewer maintenance problems. Other innovations include a self-cleaning disc brake and suspension system providing a more relaxing ride.

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Trade Briefs

Gordon Ramsey has been appointed national sales manager of the PGA Golf Equipment division . . . He is a former pro who switched to the manufacturing and sales end of the business about seven years ago . . . Bill McGinn succeeds Ramsey as assistant sales manager with PGA . . . The day after he was signed as a staff member by Plymouth Golf Ball Co., Plymouth Meeting, Pa., Chuck Stiner, pro at Lockbourne AFB GC, Columbus, O., knocked



Ramsey

Schmitt

Keeney

a Stylist into the cup for an ace . . . Carl Toothaker, manager of the Providence R. I. plant of U. S. Rubber, recently observed his 25th anniversary with the company.

Hilliard M. Keeney, new manager of manufacturing for Wide-Lite Corp. directs production in the company's Houston and San Marcos,

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Tex. plants . . . He moved up from quality control manager . . . Thompson Manufacturing Co., Los Angeles, which makes turf irrigation equipment, has been reorganized . . . Stephen F. Hinchliffe, Jr., is the new president . . .



Carson

McCarthy

Johns

Stuart

Edward Schmitt has been appointed golf car sales rep by Harley-Davidson Motor Co., Milwaukee . . . He works with 18 district managers in expediting sales through the firm's franchised dealer network.

Taylor, Pearson, Carson (B. C.) Ltd. of Vancouver has been appointed exclusive Toro distributor for the Canadian province of B. C. . . . Between playing tournaments in the U. S. and Australia during the fall, Arnold Palmer visited Tokyo where he launched a new line of golfwear bearing his trademark . . . Another recent PGA Equipment division appointment was that of Christopher F. McCarthy as gen-

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eral sales manager . . . He has been in golf sales work for 20 years.

G. Purdy Carson, Delaware Water Gap, Pa., was named Jacobsen Manufacturing Co's "1964 sales engineer of the year" . . . Purdy has been selling and servicing tractors for nearly 40 years . . . **Lyn A. Stuart** now is St. Louis district sales manager of Wyandotte Chemicals Corp's J. B. Ford division . . . With the company for nine years, Stuart moves into the position formerly held by **Stanley Johns**, who has been transferred to the home office in Wyandotte, Mich., as a technical specialist.

Sam Reynolds, pro at Hickory Hills, Springfield, Mo., won the Ben Hogan Design Board tournament, held in Oct. in Ft. Worth . . . He shot a 144, picked up \$3,000 and outran the field by seven strokes . . . Tied for second were **Tom Everham**, Spokane, Wash., **Joe Kotlarczyk**, Fremont, O. and **Ken Yount**, Niagara Falls, N.Y. . . . They split \$3,500 . . . **E. Ross Sawtelle**, onetime president of Worthington Mower Co., and in recent years, a Jacobsen turf equipment dealer in Danvers, Mass., died in October at the age of 59.

National Rain Bird Sales & Engineering Corp. has moved its Azusa sales office to a new building at 7045 N. Grand Ave. in Glendale, Calif. . . . The two-story structure contains 15,000 square feet of floor space . . . Bulletin S-327, recently released by Wisconsin Motor Corp., Milwaukee 53246, is a convenient guide for ordering parts and complete service kits for air-cooled Wisconsin engines . . . Chipman Chemical Co's Portland, Ore. acid plant will be in operation early this year.

Catalog FE-216 from Allis-Chalmers, Milwaukee 53201, is a 20-page brochure that illustrates and describes seven crawler tractors . . . The Staff ball, X-31 woods and Staff woods and irons are highlighted in Wilson Sporting Goods Co's 1965 Pro golf catalog . . . Patty Berg and Betsy Rawls clubs also get a big play in the catalog . . . Three huge auto-claves have recently been installed at Certain-teed Products Corp's Ambler, Pa. plant to provide speedy steam curing of asbestos-cement pipe.

Nickey Golf Car Center, Chicago, is co-distributor of Pargo golf cars in Ill., Wis. and Ind. with B & R Enterprises, Glendale Heights, Ill. . . . **Earl Sheeler**, Granite Building, 313 Sixth ave., Pittsburgh, a member of Oakmont CC, has set up the Golf Repair Shop to handle the repair of clubs . . . Price lists are available from Sheeler . . . **Dr. Emil Smith**, Tryon, N.C., has published a cartoon book, "Golf Laffs," which he plans to retail through golf shops as well as the usual publishing outlets.

Jack Judge has been appointed sales manager of distributor sales by Munsingwear, Minneapolis, Minn., and has charge of pro jobber sales . . . For the last five years he has been a sales rep in Eastern New York . . . Highlighted in the 1965 catalog of the AMF-Ben Hogan Co. are color-coordinated combinations of alligator-kangaroo golf bags and accessories in matching ensembles for men and women.

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